

RESIDENTIAL ELEMENT

Mission Beach is presently characterized by a low-profile compact series of residential structures. Community attitudes indicate that an effort must be made to encourage the retention of those characteristics that make Mission Beach the distinct and unique community that it is today.

There are a number of problems that exist at present, however, some of which are being amplified by new development. These include the threat of overbuilding in terms of density, excessively bulky buildings that are out of scale with respect to their site and the community, lack of parking, lack of landscaping, and the lack of adequate height regulation. Seventy-five percent of the residential zoning in Mission Beach is R-4, which allows a potential density of 108 units per net residential acre. The continuation of the use of this zone over the years is the reason for the problems today. Each of these problems has been contributing to the environmental degradation of Mission Beach over the years.

The other 25 percent of the residential land (located in South Mission Beach south of Capistrano Place) is zoned R-2B. This zone, recently created especially for that area, is compatible with the character of the residential development in that area. South Mission Beach consists mainly of one- and two-family residences, and has an overall lower density than the rest of Mission Beach.

GOALS

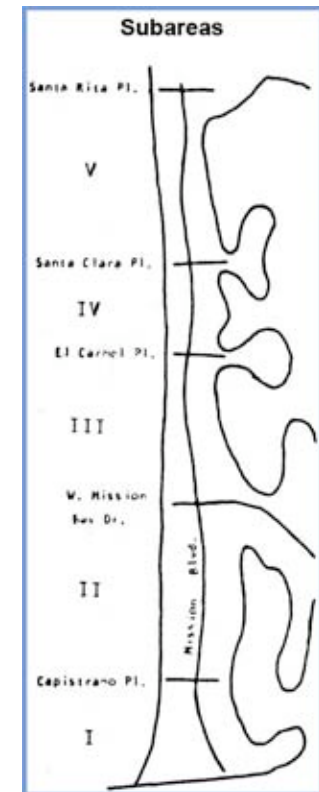
- The continuation of the existing medium-density character of Mission Beach exemplified by the overall low profile and random mix of housing types and styles.
- The establishment of an overall maximum density in Mission Beach in order to prevent overdevelopment.
- The permanent control of height and building bulk so that structures in Mission Beach will not have adverse affects on surrounding property, the beaches, and the community in general.
- The encouragement of good building, site and neighborhood design through the use of bonuses as rewards for extraordinary development.
- The insurance of necessary health and safety conditions such as the provision of adequate light and air, and storage of trash and garbage.
- The insurance of necessary environmental amenities such as the provision of open space, landscaping and vegetation.
- The development of increased on-site residential parking requirements in order to alleviate the critical parking shortage.
- The replacement of R-4 zoning in Mission Beach with development regulations tailored to the community.
- The incorporation of the R2-B zone into special development regulations tailored to South Mission Beach.

		R15		R2		R2A		R3		R3A		R4		Total	
Subarea		Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent
V	Parcels	10	2	18	3	115	21	254	47	115	21	30	6	542	36
	Acreage	1	2	1	5	5	26	8	39	5	22	1	6	21	24
IV	Parcels	7	4	11	6	74	39	56	30	29	15	11	6	188	12
	Acreage	1	5	1	7	5	38	3	27	2	16	1	7	13	15
III	Parcels	5	2	24	8	103	35	88	30	62	21	12	4	294	20
	Acreage	1	3	2	9	7	31	6	31	4	21	1	5	21	24
II	Parcels	-	-	10	4	91	37	84	35	48	20	10	4	243	16
	Acreage	-	-	1	5	6	34	6	36	3	19	1	6	17	19
I	Parcels	5	2	31	13	124	53	67	29	7	3	1	-	235	16
	Acreage	1	4	3	16	8	51	4	25	-	3	-	1	16	18
Total	Parcels	27	2	94	6	507	34	549	37	261	17	64	4	1,502	100
	Acreage	4	3	8	8	31	35	27	32	14	17	4	5	88*	100

*This excludes eight acres of vacant residential land.

Source: research Section, San Diego City Planning Department, September 1971.

Acreages rounded to the nearest whole number.



PHYSICAL DEVELOPMENT PROPOSALS

The solution to the physical problems attendant to residential development in Mission Beach lies in the creation of special development regulations to supercede the existing ones. The following Plan proposals will establish the criteria for these regulations. These criteria should apply to all residential development north of Capistrano Place. The development south of Capistrano Place should be regulated by the basic criteria as intended by the R-2B zone.

Density

The 1970 Census revealed that Mission Beach is developed to an average of about 33 dwelling units per net residential acre. If full development occurred under the R-4 zoning, Mission Beach could be developed to a density of over 70 dwelling units per acre. Because of the intense overcrowding and circulation problems that this would cause, it is necessary to limit density well below this figure. If new development is



Consuming almost all of its lot, this building is developed at over 90 units/acre.

going to resolve rather than contribute to these problems, it should be limited to an average density of 36 dwelling units per net residential acre. On a lot-by-lot basis, the realistic limitation of present development is two units on a typical 1,250 square foot lot (25' x 50') and 4 units on a typical 2,400-square-foot lot (30' x 80') or about 72 units per net residential acre. The 1,250-square-foot lot is the standard lot size north of Santa Clara Place and the 2,400-square-foot lot the standard south of Santa Clara Place. The proposed limitation of 36 dwelling units per acre would permit one unit on a 1,250-square-foot lot and two units on a 2,400-square-foot lot. These building blocks are the basis for the 36-unit per net residential acre density limitation. The proposed 36 units per acre, while less than presently permitted, is twice the existing density of any community in San Diego.

Building Bulk

Because the lots are so small in Mission Beach, the problem of excessive building bulk is severe. This can have a detrimental impact on surrounding properties by blocking light and air. The means of controlling bulk are through setback requirements (yards), lot coverage and floor area ratios. The latter will be discussed in the next section. The need to control bulk and to ensure open space is of vital importance. In establishing controls, however, care has been taken not to be so stringent as to prohibit reasonable development of property. Certain criteria, then, has been established that takes both sides of the question into account.

The Courts and Places in Mission Beach provide the only pedestrian open space system other than the beaches. Every residence fronts on either the beach or a Court or Place.

Consequently, their preservation is a top priority. Therefore, the existing requirement of a 15-foot setback should be maintained on all Courts and Places south of Santa Clara Place.

Because of the extremely small lot sizes north of Santa Clara, a ten-foot setback is acceptable on single lots. For property on the south side of Courts, there is an additional problem of shadow control that will necessitate further setbacks for development over two stories. This will be discussed under height limitation.

Rear yards and street side yards in Mission Beach abut alleys in almost all cases. Because these alleys are strictly utilitarian, no setback is necessary above the first story. A setback should be necessary only to ensure maneuverability of automobiles in and out of parking stalls. Most alleys are only 16 feet wide, whereas the minimum turning radius necessary for an automobile is as great as 21 feet.

Interior side yards present a dilemma because of the narrow lots. Subtracting anything from either side of a 25- or 30-foot lot leaves very little buildable area. One solution is common wall construction with a zero-foot side yard. This can only be implemented, however, when two or more lots are developing simultaneously. Otherwise, a minimum of a three-foot side yard plus an additional two feet for each story over two is necessary to insure even minimum light and air. This is less than would be required on a large lot but the most that can be reasonably required for very small lots. On consolidated lots, larger side yards are in order because larger lots allow more flexibility in site design. Where possible, minimum side yards should be four feet with an increase of three feet for each story over two.

A special situation is the setback for yards fronting on beaches. Because of the adequate open space of the beaches, a requirement of ten feet is reasonable in most cases. Buildings over two stories should provide additional setback for at least the third story in order to prevent shadows from encroaching on the beaches except for those lots north of Santa Clara where any setback greater than ten feet would deny reasonable use of the property.

All of these yard requirements, if taken at the minimum, could still permit bulky buildings. A further requirement, total lot coverage, added to the yard requirements is necessary to combat excessive bulk. A coverage of 50 percent for interior lots and 60 percent for corner lots will help to insure a reasonable control on bulk for 2,400-square-foot lots. For the 1,250-square-foot lots a requirement of 60 percent is reasonable. As the size of the lot increases through consolidation, the lot coverage permitted should be reduced accordingly. Again, small lots developed one at a time are going to result in less than desirable open space and bulk control. More stringent requirements, however, would prevent reasonable development of the lot. Some consolidation of lots will be necessary to achieve an overall effect of space between buildings, especially with the 1,250-square-foot lots.

Floor Area Ratio

While density can be regulated by limiting the number of dwelling units per lot, and bulk can be controlled through setbacks and coverage requirements, these limitations still do not completely solve the critical problem of building bulk in Mission Beach. A lot permitted four dwelling units for example, could contain four small apartments @ 800 square feet each or four large apartments @ 1,600 square feet each. The latter case, with 6,400 square feet, allows twice the building as the former with its 3,200 square feet. For this reason, a further limitation is necessary. This limitation is floor area ratio. The ratio is as follows:

$$\text{FAR} = \frac{\text{total floor area}}{\text{total land area}}$$

This ratio limits the total living space per lot. Floor area includes most living space but should exclude legal parking, open stairways, trash storage areas, small balconies open on two or more sides, and roof decks. This requirement comes much closer to controlling building bulk based on the size of the lot. The basic ratio for use in Mission Beach should be about 1.0. This requirement should be variable, somewhere between .9 up to 1.2, based on the provision by the developer of certain bonuses such as open space and parking. This ratio, then, works in conjunction with density in controlling the overall development of any particular parcel. A property, therefore, having 4,800 square feet of lot area would be permitted 4,800 square feet of floor area if the ratio were 1.0. It could be developed (depending on limitations concerning total dwelling units) with four units of 1,200 square feet each, three units of 1,600 square feet each, or any other combination not exceeding the maximum floor area or number of units allowed. This permits a maximum amount of flexibility while insuring that a particular piece of land is not overdeveloped.

Consolidation

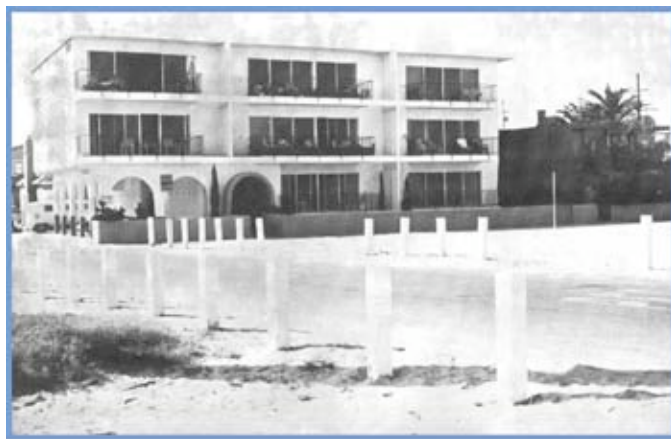
The standard 1,250 and 2,400 square foot lots in Mission Beach are extremely difficult to develop. Larger pieces of land provide more flexibility in situating a building on a piece of property. It is understandable that some consolidation of these small lots can result in better development. At the other extreme, however, is the need to limit consolidation at some point if the existing character of the community is to be preserved. The Courts, Places and alleys in Mission Beach act as boundaries, preventing any exceptionally large consolidation. Consideration should be given to closing east-west alleys in order to provide some flexibility in development possibilities. This should be done, however, only at the request of and with the concurrence of 100 percent of the owners of property abutting the alley. Because of the important role that the Courts and Places serve in providing open space and east-west pedestrian linkages, they should not be closed. Consideration should be given, however, to some minor realignment of the Courts, providing that the terminus of the Court nearest the ocean or bay remains fixed at its present location. Strandway and Bayside Lane, the two narrow north-south streets, provide a continuous link throughout the community both for regular circulation and for emergency vehicles. For this reason these two spines should not be closed. The maximum consolidation, then, becomes the area between two Courts, and between either north-south streets and Mission Boulevard. Should an alley be closed it should be done under the condition that an opportunity exists for dedication of an equal amount of property as public open space on the site. Whether such a dedication occurs should be subject to agreement by the City and the developer at the time of the transaction. The area thus defined is considered to be a reasonable area for consolidation. Anything greater could significantly alter the character of the community. Further consideration should be given to limiting the number of units per structure on large consolidations in order to control bulk. Bridging of Courts, Places or the north-south alleys through the use of air rights should not be permitted.

Height

The question of height limitation has been a volatile issue in Mission Beach for some time. Temporary height limits, renewed from time to time, have been the interim means of preventing the development of undesirable high-rise structures. Unfortunately, in many instances, high-rise has been mistakenly equated with high-density. The question of density is a separate issue.

A limitation upon the development of high rises in Mission Beach is necessary for several reasons. Without proper regulation, high rises can have a negative impact in terms of excessive bulk, the blocking of wind currents from the ocean to the bay that are necessary for sailing, the blocking of light and air to individual lots, the blocking of views and see-throughs, and the creation of excessive shadows. High-rise, per se, is acceptable if it has generous amounts of open space surrounding the structure, has adequate on-site parking, and has a proper location within the community.

Unfortunately, Mission Beach is so physically crowded that it is virtually impossible to develop a high rise without it having a negative impact on surrounding property, the beaches, or the community in general. The price of land in Mission Beach and the random ownership of all of the small lots make it difficult to assemble the amount of land necessary for an appropriate high rise.



Three stories is about as high as a structure can go without becoming way out of scale.

Because of the unique nature of Mission Beach with its small lots and low profile, the impact of an exceptionally large high rise would be considerable. The will of the residents and property owners has been expressed time and again, and it runs counter to tall buildings. Over 70 percent of the residents of Mission Beach voted in the November 1972 General Election to impose a permanent height limit on the community. If Mission Beach is, indeed, going to maintain its existing

character, that of a low-profile community characterized by small residential structures and businesses, then it will be necessary to establish a permanent height limitation. A basic limitation of 35 feet with a three-story maximum is most in keeping with the existing character of the community and the will of the residents and property owners. The critical need is the proper regulation of shadows and structures on the south side of Courts and on Mission Bay. This is because the sun is in the south part of the sky in the former case and because afternoon shadows are undesirable on the bayside beaches in the latter case.

Taller buildings, therefore, must necessarily be set back further in these situations. Generally speaking, buildings on the south side of Courts should cast minimum shadows on the Courts

themselves and on the front yards on the property facing the north side of the Court. Buildings on the beaches should cast shadows onto the beach no faster than at a rate proportionate to the average usage at various times of the day. In other words, when the beach attendance under maximum beach usage conditions is 30 percent such as late afternoon on a hot summer weekend, for example, then the maximum amount of beach in shadows should be 70 percent.

These limitations strictly regulate the height of all structures in Mission Beach, while allowing some flexibility in providing variety in roof lines. This is necessary in order to maintain the existing character of Mission Beach and to insure the provision of adequate light and air that is so critical in this already intensely developed community.

Parking

The lack of adequate off-street parking facilities is one of the most critical problems facing Mission Beach. At present, there are more automobiles (about 5,000) than there are legal off-street parking spaces (approximately 3,700). Consequently, on-street spaces, which should be used for short-term parking such as for visitors, are the only available parking for some residents. The extreme deficiency in parking spaces exists because many older units in Mission Beach do not provide any parking at all.

New residential structures are required to provide 1.3 spaces for one-bedroom units and 1.6 spaces for two-bedroom units. Even this average of about 1.5 spaces for all units is not sufficient in Mission Beach. According to the 1970 Census, the average dwelling unit in Mission Beach generates 1.7 cars. A higher requirement is necessary therefore, in order to begin to make up the deficit.

The recommended requirements for residential parking in Mission Beach are as follows:

Single-family	2.0 spaces per unit
Two-family (duplex)	1.5 spaces per unit
Three or more family (apartment)	1.3 spaces per unit (studio) 1.5 spaces per unit (one bedroom) 2.0 spaces per unit (two or more bedrooms)

There are two ways to facilitate the provision of necessary parking. One way is through the consolidation of lots, which provides more flexibility with increased lot area. The other is through the permitting of tandem parking. This allows parking spaces that are blocked by other spaces. Instead of 8' x 20' stalls perpendicular to an alley, for example, stalls of 8' x 40' would allow two parking spaces instead of one. Even in this case every dwelling unit should have at least one space accessible to a public right-of-way. This concept is necessary in Mission Beach because of the critical lack of parking. Special consideration should be given in all large consolidations to constructing the entire development over a layer of sub-surface parking.

Landscaping

Mission Beach suffers because of the intensity of development combined with a lack of landscaping. The appearance is that of a community of stucco and concrete. The encouragement of landscaping on a lot-by-lot basis can work to change that image. A minimum of 20 percent of the total lot area should be required to be in landscaping and at least 40 percent of the yard area facing Courts, Streets or Places should be landscaped. Landscaping, in this sense, could include walks and decks in addition to trees and shrubs. Although alleys are principally utilitarian they should also be presentable. Many windows look out on them, and many entrances open out upon them. Adequate trash and garbage storage areas should be provided,



A little beautification . . .



. . . can go a long way.



Even a flower garden is a potential parking space in Mission Beach.

out of the public right-of-way, and screened from public view. Consideration should be given to providing for flower boxes on the facades that face these alleys.

The intent of all of these landscaping requirements is to allow flexibility so that adequate yard area can be developed as useable open space, while preventing yards that consist of concrete slabs. A tree that in maturity grows to at least 20 feet should be required for each lot. This is necessary to soften the harsh impact of buildings, alleys and walks. The arrangement of structures on their lots should facilitate the creation of usable open spaces. Narrow three-foot side yards, while providing light and air, do not provide any sort of usable space. A common wall on the property line on one side and a six-foot side yard on the other would allow a usable space. Landscaping is more than trees and shrubs. It also consists of developing usable and presentable spaces outside the home just as they are developed on the inside.

SUMMARY RECOMMENDATIONS

- That a planned district be developed to replace all residential zoning in Mission Beach.
- That a density limitation of 36 dwelling units per net residential acre be established for Mission Beach for all new development.
- That yards be large enough to ensure the provision of light and air to surrounding properties, and that these yard requirements be increased where necessary for buildings over two stories in height.
- That a floor area ratio of about 1.0 be established for all residential development, with variations up to 1.2 if certain bonuses such as increased parking and decreased lot coverage are provided.
- That minor lot consolidation be encouraged through the provision of increased floor area ratio if it is accompanied by bonuses such as increased parking and decreased lot coverage.
- That the maximum consolidation of property permitted be that which is bounded by two adjacent Courts, and by Mission Boulevard and a north-south street.
- That a basic height limit of 35 feet with a three-story maximum be established.
- That on-site parking requirements be as follows:

Single-family	2.0 spaces per unit
Two-family (duplex)	1.5 spaces per unit
Three or more family (apartment)	1.3 spaces per unit (studio)
	1.5 spaces per unit (one bedroom)
	2.0 spaces per unit (two or more bedrooms)
- That tandem parking be permitted provided that at least one space per unit is accessible to a public right-of-way.
- That 20 percent of the lot area in residential development be landscaped.
- That trash and garbage storage be provided out of the public right-of-way and screened from public view.



HOUSING ELEMENT

A review of the 1970 U.S. Census of Housing has shown that Mission Beach provides a full range of housing types. It also shows that Mission Beach is essentially a renters' community. Further, Mission Beach provides a full range of housing by price, although the existence of larger percentages of housing in the higher brackets results in an average cost that is over twenty percent higher than the cost of housing citywide for owner-occupied units and ten percent higher for rental units. Housing units in Mission Beach are smaller than those citywide but they contain fewer residents per unit. The fact that a number of structures in Mission Beach are reaching their life expectancy makes redevelopment potential relatively high.

The residents of Mission Beach, as detailed under demographic characteristics, are mostly college age students, small families above average in income, and some senior citizens. The higher price of housing excludes moderate-income families and senior citizens with fixed incomes, while the small unit combined with excessive costs tends to exclude families with small children. These latter families generally have lower incomes because of their youth and lack of income from the nonworking wife.

The trend of new development in Mission Beach is toward luxury rental units and condominiums. This is dictated by the high value of land in the Community. There is an obvious demand for this kind of unit. Until it is satiated, if ever, the trend will probably continue in that direction. Unfortunately there are demands for other types and price ranges of housing which are not being fulfilled.

GOALS

- The continuation of a variety of housing types including single-family, multifamily, townhouses, garden apartments, and condominiums.
- The promotion of a wider variety of dwelling unit sizes including studios, one, two or more bedroom houses and apartments.
- The encouragement of all types of individuals and family sizes to live in Mission Beach.
- The promotion of an economically balanced community through the investigation of individual and community rehabilitation efforts, changes in taxing and assessment procedures, and the use of subsidy funds where applicable.
- The promotion of a racially and ethnically balanced community through the employment of an affirmative marketing program in meeting housing needs.
- The assurance, through assessment and taxation procedures, that private land development practices foster community goals rather than hinder them.
- The implementation of residential goals in the Mission Beach Precise Plan through the use of innovative assessment techniques and taxation practices.

HOUSING COST

The cost of creating a new unit of housing in Mission Beach is higher than the cost citywide because of the complexities of land values, assessment practices, development costs, and demand. These factors make it virtually impossible to build new housing for any group except upper-middle income or above. Any housing that provides for moderate incomes will have to come from the existing housing stock, one way or another.

Land prices are high because of the limited supply and high demand. Lots on the interior of the community are least expensive while lots with ocean and bay frontage are most expensive. Most land has some improvement on it at present. The cost of acquisition of the least expensive single lot with minimum improvements can range anywhere from \$15,000 for a 1,250-square-foot interior lot to at least \$20,000 for a 2,400-square-foot interior lot. Because of the limited number of units that can be developed on these lots relative value of the land to the improvement is high.

Construction costs are generally at least \$20 per square foot of floor area. This figure is for a minimum structure in the Mission Beach area. Exceptional development problems, or luxury features, can raise that figure even higher.

The cost of permit fees, architectural fees, landscaping, and the normal profit before sale results in a relatively high sales or rental price for new residential units in Mission Beach. Although it is difficult to speak in terms of actual costs because of the enormous amount of variables, a figure of \$35,000 as a minimum sales price and \$300 per month rental can be assumed to be the basic cost of a unit of housing in Mission Beach developed at a density of 36 dwelling units per acre. Because this is a basic cost, the only means of reducing that cost, short of some form of subsidy, would be through an increase in density. Although it is impossible to determine the exact impact of a change in density, it is safe to assume that the reduction in price would not be in direct proportion to the increase in density. A 50 percent increase in density, for example, would probably reduce the unit cost by 20 percent at the most. This, then, is the dilemma that must be faced in any attempt to provide for a range of housing by price.

IMPACT OF TAXATION

The cost of maintaining an existing unit of housing in Mission Beach presents another sort of problem. Many older single-family homes and duplexes were bought at a relatively modest cost by people with modest incomes. Over the years however, the rising demand for beach-oriented property has resulted in rising property values. Assessments, naturally, have increased. This has resulted in accompanying tax increases. Families whose income has not risen accordingly are faced with a problem of no longer being able to afford to live in their home. Providing some method for persons to own and maintain property in Mission Beach for non-speculative purposes is one of the most serious economic problems. The homeowner's exemption is an example of tax relief for homeowners on a countywide basis, although its impact in an area such as Mission Beach is minimal. A Senior Citizen Property Tax Assistance Program exists in conjunction with income taxation but even this has limitations imposed on income and property value.

Because of the complexity of the issues of property assessment and taxation the entire subject is treated in further detail in an appendix. Some goals and proposals in this element are based on information contained in that discussion. Some discussion is removed from the body of the text because much of the background information is extraneous to the Precise Plan itself.

HOUSING PROPOSALS

The Housing Element of the San Diego General Plan (A Decent Home for Every San Diegan) points out the serious housing deficiencies, both quantitative and qualitative, which presently exist in a number of San Diego's older neighborhoods and communities. Among those problems is the lack of housing to serve the low-income population, and the lack of housing needed to meet the special needs for such groups as students, military personnel, large families and senior citizens.

Citywide, there is a lack of diversity in the price range of types of housing available in certain communities. Further, an ever increasing portion of the existing housing stock is becoming qualitatively deficient because of age, lack of proper maintenance and functional obsolescence. Those areas characterized by a high percentage of transiency and absentee ownership such as Mission Beach also exhibit a significantly lower level of property maintenance, improvement, or redevelopment. Unfortunately, prevailing tax laws discourage rehabilitation, and encourage the retention of old, substandard structures. Owners are reluctant to rehabilitate because the improvement results in a tax increase.

There are two basic needs in terms of housing that must be fulfilled in Mission Beach. One is to continue the balance where it presently exists. The second is to promote a balance where it does not exist by redirecting development trends. The Housing Element of the General Plan (A Decent Home for Every San Diegan) suggests that every community in San Diego should be economically and ethnically balanced. Council Policy 600-19 requires that the Council do whatever is reasonably and practically possible in all of San Diego's developed Communities to effect the development of economic and racial balance.

The limited amount of land in Mission Beach, coupled with its extremely high value, makes the task of maintaining an economic balance, and creating a balance in ways that it does not now exist, a difficult task. If such a task is not accomplished, however, the result will be the continued development of luxury apartments, developing at a rate of up to 150 per year, many of which will be consuming lower cost (and admittedly deteriorating) housing in its path. The final result will be a rich ghetto, catering to one life style only. This could result in Mission Beach becoming the most unbalanced community in San Diego.

In order to provide for a balance of life styles, the basic need is to provide a place in Mission Beach for low- and moderate-income families, and for families with small children, to live. There is a need to continue to insure the availability of housing for students, as well as luxury units for those who can afford it. Provision should also be made for the many senior citizens who have lived in Mission Beach for years who are now fighting ever increasing taxes and dwindling incomes.

The most reasonable means of providing for these needs is through the rehabilitation of existing housing units. Many units which are structurally sound could be saved from eventual demolition given some basic code improvements. Remodeling efforts in many cases could be used to expand the size of small units in order to make them attractive to larger families. Both public and private efforts will be necessary in order to encourage rehabilitation. While subsidies may presently be unrealistic, there are other techniques ranging from educational efforts to the actual provision of incentives for certain endeavors. The creation of a neighborhood association for the purpose of encouraging rehabilitation of deteriorating structures is an example of a private effort that could be initiated.

The process of land development inevitably involves taxing and assessment practices. While this will be discussed separately, it should be mentioned that it has a substantial impact on development patterns. Efforts to encourage rehabilitation, for example, could be stimulated by providing incentives through the use of tax breaks for certain rehabilitation efforts. The re-evaluation of all taxation and assessment practices is another necessary step that must be taken in order to clarify the underlying reasons why redevelopment practices assume the form that they do. This could be a monumental undertaking. All practices of the tax assessor are fixed by state law. Generally speaking, assessment practices must be carried out equally for all parts of the County.

The use of subsidy funds, either local or federal, is certainly one method of encouraging rehabilitation efforts. The extremely high land values in Mission Beach, however, tend to work against the use of any subsidy funds since it is logical to disperse these funds where the most can be returned for the dollar. Areas where land is much cheaper, for example, tend to be more suitable for subsidized housing. There is, however, a critical need to upgrade a number of substandard units in Mission Beach. If the housing is to be upgraded without redeveloping totally into luxury units some outside financial aid is necessary and should be sought out.

The preceding arguments have dealt with the problem of economic balance. There is also a condition of racial and ethnic imbalance in Mission Beach at present. Less than one percent of the residents of the community are black. About three percent reflect a Mexican-American heritage. Both of these percentages are far below the citywide averages. This imbalance is probably a product of the economic imbalance discussed earlier. Whatever the reason might be, however, the future should include more use of affirmative marketing programs (whereby



There are all kinds of people with all kinds of interest.

positive action is taken to insure that minorities have a full opportunity to live in Mission Beach). This concept is suggested by Council Policy 600-19, in order to insure the opportunity for a reasonable balance of the population in terms of racial and ethnic background.

TAXATION PROPOSALS

The free interplay of the real estate market in Mission Beach has a tremendous impact upon the nature of development. Private land use decisions are seldom based upon community goals but rather upon maximizing the individual's return on a given piece of property. The result of this kind of motivation takes the form of either intense development or pure speculation. In speculating, property is held with the hope that increases in value will result in a considerable profit on the original investment when it is eventually sold. If the property contains minor improvements, they may be left to deteriorate because the eventual redevelopment of the property would involve their removal anyway. The value of property is in the land, not the improvements. Any minor improvement to the property, then, would not be recovered financially when the property exchanged hands. In Mission Beach, this results in a large number of inexpensive residential dwelling units that will continue in use until the cost of owning the property (taxes, maintenance, mortgage) becomes greater than the income, at which time it will either be renovated or redeveloped in order to increase the economic return. Another stigma upon redevelopment involves present

structures that are built to a greater intensity than new regulations would allow. These structures are likely to remain because redevelopment would result in less intensive use of the property. There is some question as to whether taxation and assessments should be permitted, in all cases, to continue to rise in line with market activity. These practices are about the only control available upon the free market in Mission Beach. An undesirable result of increasing taxes and assessments is that property serving a need in its present use is sometimes

forced into development or redevelopment. An example of this might be the need for lower cost housing in the case of developed property. These needs are usually not realized because these types of uses provide an insufficient return on the land. In other cases, an owner desiring to keep property simply to live on may be forced to sell because of rising taxes. Because of these types of situations, it is necessary to study the feasibility of using taxes and assessments to influence land use decisions in line with adopted community goals.

Mission Beach is affected continuously by the types of economic pressures described above. Decisions on the nature and timing of development activity are predicated on market conditions. Rarely can a decision be made based simply upon whatever is "best" for the



This may never be improved if the result is an increase in property taxes.

community. It is possible, however, to use the process of taxation to change development patterns, at least to a minor extent. This possibility needs to be investigated fully.

Several alternatives are available to replace the present ad valorem taxation system. Each alternative has advantages and disadvantages depending upon the goals desired. The following examples briefly describe some alternatives and how they might be used in order to achieve the goals of the Mission Beach community. Admittedly, some such programs might involve changes in state laws to accomplish. The ideas, at least, are worthy of consideration.

Differential Assessments

The Veteran's and Homeowner's exemptions are an example of a differential assessment. To use such as assessment procedure in an area such as Mission Beach would involve an assignment of lower assessments in return for whatever desirable goals were sought. These might be redevelopment of substandard properties, establishment of rent ceilings, discouragement of absentee ownership, or other such actions that are not normally occurring in a totally free market.

The California Williamson Act, is an example of a rural application of this type of assessment. Here, farmland is assessed at a lower rate contingent upon its continuation in agricultural land use. This insures agricultural preserves and also wards off the pressures of urban expansion. The system is not without its loopholes. The most significant criticism against this method is that, however unintentionally, it benefits the land speculator. In practice it is impossible to determine if the farmer is truly holding land for farming purposes or simply waiting for values to rise sufficiently to warrant selling.

Abatement Programs

Such programs could "freeze" the present level of assessments to assist in the achievement of desirable community goals. Up to 100 percent of any increase in taxes could be waived for a number of years. This usually is enough incentive for the private developer to provide the desired objective. Low- and moderate-income housing projects in other places have been constructed with this technique. Additional incentive is sometimes given in the form of favorable interest rates. One serious obstacle to abatement programs is the loss of revenue to local government. The use of abatement procedures could be more widespread if a program of federal government reimbursements for revenue loss were adopted. No serious obstacle exists however for local government itself to carry the loss if the objective is worthwhile.

Site Valuation

This taxation system, based entirely on land value or on higher rates for land than on improvements, ranks high as a possible alternative. A number of deficiencies inherent in the present system are overcome and the method has real merit in preventing the under-utilization of land resources.

As mentioned earlier, the present system combines land and improvement assessments at par in determining market value. In site valuation the land is weighed much heavier than the structures on it. It is also possible to assess only the land but this is a rare practice. More

often the improvements are assessed at partial value. One of the principle arguments for the system is that it allows the marketplace to operate effectively in pushing land into its highest and best use. Since increases in site values are created by the demand for certain structures upon them, higher taxes on land will force owners to develop the property with the highest use possible. Those who do not wish to develop would sell to those who do, or lose money on their property. Site taxation prevents the underuse of the property which the present system tends to support in areas such as Mission Beach. Owners will no longer “carry” run down improvements while waiting for land values to rise. Complementary to higher taxes on the land would be lower taxes on the improvements thus keeping public revenues relatively constant.

Tax assessments under the site valuation procedure alone, however, would only fulfill one goal, that of discouraging speculation. Where more socially-oriented goals are involved, such as moderate-income housing for families, this system alone has drawbacks. Its use with other systems, such as differential assessment or abatement programs, however, is possible.

SUMMARY RECOMMENDATIONS

- That some housing units capable of housing larger families be developed in order to encourage families with small children to locate in Mission Beach.
- That lower income housing, in addition to luxury units, be developed in Mission Beach.
- That rehabilitation of existing substandard housing be encouraged, in order to both improve the quality of housing in the community and to provide lower income housing.
- That substandard housing having potential rehabilitation value be identified by type and location.
- That the availability of housing subsidy funds be investigated for use in Mission Beach in order to encourage the provision of lower income housing.
- That the feasibility of upgrading the housing stock be investigated in terms of health, safety and sanitation conditions.
- That an affirmative action program be established in order to inform persons of all levels of the choices of existing housing and to insure that builders and developers of housing in Mission Beach are aware of all available housing programs.
- That consideration be given to developing incentives in the planned district approach to promote the provision of a range of housing by price and type.
- That there be an ongoing review and revision of the qualitative and quantitative housing needs in Mission Beach in order to insure that the plan is being carried out.
- That current assessment practices in Mission Beach be evaluated in order to determine their impact upon the community with respect to its established goals.
- That special taxation programs be evaluated for the purpose of providing tax relief where the economic pressures have an adverse impact upon community goals.
- That special taxation programs be investigated for the purpose of encouraging development or redevelopment compatible with the goals of the community.



COMMERCIAL ELEMENT

Commercial activity in Mission Beach is dispersed throughout the Community in a number of small districts. Only one is of any substantial size. All of these commercially zoned areas have less than half of their land in commercial use. Commercial activity in Mission Beach is limited mostly to small retail establishments, some personal services, and a few small motels. Some convenience facilities, such as a supermarket and bank, do not exist in the Community. The commercial areas are characterized by a lack of building maintenance, landscaping and parking. In spite of the location adjacent to the ocean and the bay, commercial recreation activity is limited.

GOALS

- The accommodation of commercial retail and office facilities to serve the entire community, as well as provide an employment base for residents of the community.
- The accommodation of commercial facilities necessary to serve the needs of tourists attracted to the community by the beaches.
- The replacement of CN and CS zoning in Mission Beach with development regulations tailored to the community.
- The upgrading of those existing commercial facilities characterized by physical deterioration and lack of maintenance.

EXISTING LAND USE

Each of the seven commercial districts contains not more than one acre in purely commercial uses. Spaced about equally throughout Mission Beach, each of these districts has frontage on Mission Boulevard. The only large commercial district is about nine acres in size, although only two acres are actually used commercially. The accompanying table shows the breakdown of land use by district. As can be seen by the table, only four acres of land are actually used for commercial purposes in Mission Beach. Commercial uses can be divided into four major categories; retail, personal services, offices and tourist. Most uses fall in the category of retail. These include a host of small businesses generally in the nature of food stores, general merchandise stores and eating and drinking establishments. Personal service establishments include barber and beauty shops and laundries. Virtually all of the office space is used for real estate agencies. Tourist related activity includes about 200 motel units in small establishments. A number of commercial uses are noticeable by their absence. Automobile-related uses, including service stations, are minimal. Medical and dental facilities, with the exception of a community clinic, are nonexistent. Apparel stores and other stores dealing in special retail merchandise (such as furniture or shoes) are very limited. Consequently, the residents of Mission Beach are dependent upon surrounding communities, especially Pacific Beach, for goods and services necessary to their everyday lives.

LAND USE IN COMMERCIAL DISTRICTS

District	Residential	Commercial	Mixed	Parking	Vacant	Total
Pacific Beach Drive	.3	1.0	-	.2	.2	1.7
Santa Clara	5.6	1.6	.5	.2	1.0	8.9
Lido Court	.2	.1	.1	-	.2	.6
Ventura	.1	1.0	.3	-	.1	1.5
San Fernando	.7	-	.1	-	.3	1.1
San Gabriel	-	.3	.2	-	-	.5
San Diego Place	.8	-	-	-	.3	1.1
Total Acreage	7.7	4.0	1.2	.4	2.1	15.4
Mission Beach Park						17.2
Grand Total						32.6 Acres

Commercial districts are deficient in terms of physical and environmental considerations. Many buildings suffer from a lack of maintenance. Landscaping of commercial facilities is almost non-existent. A lack of sign control to date has added to the adverse appearance of these areas. The addition of sign control to the commercial zone throughout Mission Beach, however, was a step toward improving the appearance of the community.

EXISTING ZONING

Except for a few parcels of CN (neighborhood commercial) zoned land, almost all commercial zoning is CS. The C zone is the most liberal of all commercial zones, allowing a full range of commercial activity. The S designation indicates sign control, including the prohibition of billboards. The sign control portion of the zone became effective in January of 1973. All signs must be in conformance to the criteria of the zone by January of 1976. The CS zone contains very few development regulations pertaining to commercial uses themselves, including the lack of any parking requirement. There is a floor area ratio governing commercial structures of 2.0 that limits them to two square feet of floor area to each square foot of lot area. Residential uses in the CS zone are subject to a density limitation of 29 dwelling units per acre, as well as all accompanying yard and parking regulations for the R-2A zone. Mission Beach contains 33 acres of commercially zoned land. Seventeen acres of this land is encompassed by Mission Beach Park with the 16 remaining acres scattered through the community in seven different districts. Six of these seven districts are less than two acres in size and contain only a few businesses.

COMMERCIAL PROPOSALS

There are three considerations to be made concerning future commercial land use. The first is the determination of the type of land use that is acceptable. The second is the determination of how the uses should be distributed throughout the community. The third is the development of regulations necessary to govern future commercial development. Each of these aspects will be discussed separately.

Development Potential

The two distinguishable types of commercial activity in Mission Beach are neighborhood commercial and commercial recreation. There is a need to improve existing neighborhood commercial development and to allow for some expansion, especially in terms of convenience facilities. Commercial recreation activity should serve visitors to the community but not generate them. Any expansion of these types of uses should be limited in both scope and location.

Neighborhood Commercial - The only commercial district over two acres in size is the Santa Clara district. It encompasses almost nine acres.

Having by far the largest concentration of commercial facilities and a central location, it should serve as the one major neighborhood district for Mission Beach. Physical design criteria should be developed that encourage an orderly arrangement of commercial uses in each district, especially the Santa Clara district. Building design criteria should also be developed for use as a guideline in the creation or rehabilitation of any commercial use.

Each existing commercial district in the community, excepting San Diego Place, is presently developed with some form of commercial activity. Each of these districts either serves or has the potential to serve the surrounding population to some degree. Each of these districts, therefore, should continue to develop in the future with some neighborhood commercial activity. General Plan standards suggest that a community have eight-tenths of an acre of neighborhood commercial for each 1,000 population. The eventual population of Mission Beach is projected to be about 8,000. This reflects a need for at least six acres of land in that use, although more should be allocated in order to provide enough land for each of these centers to develop. In order to allow flexibility, precise acreage figures are not indicated for each district.

Another reason for permitting more than six acres of neighborhood commercial is to encourage the development of mixed uses in these areas. This situation exists at present and should continue. Districts should be developed with a mixture of retail commercial, personal service, office and residential uses. Where mixed uses occur in the same structure, non-residential uses should occur on the ground floors with residential uses limited to the upper floors. Where the mixing occurs, the possibility of small business owners living and working in the same building exists. These mixed districts provide a maximum opportunity for small commercial establishments to develop as part of another structure.



This scenic drive is typical of much of the present commercial development.

Neighborhood commercial districts should accommodate a full range of uses necessary to meet the everyday needs of residents. The actual types of uses and scale will be a product of the demand and the feasibility of the use developing. Limitations should be placed on the physical characteristics of the structures and the amount of activity that they generate. This will be discussed further under development regulations. The opportunity should exist for the development of some small-scale convenience facilities, especially where they are presently lacking. Small specialty shops relying heavily on visitor trade may want to locate in a commercial-recreational area.



Asphalt and concrete is attractive to cars but not to people.

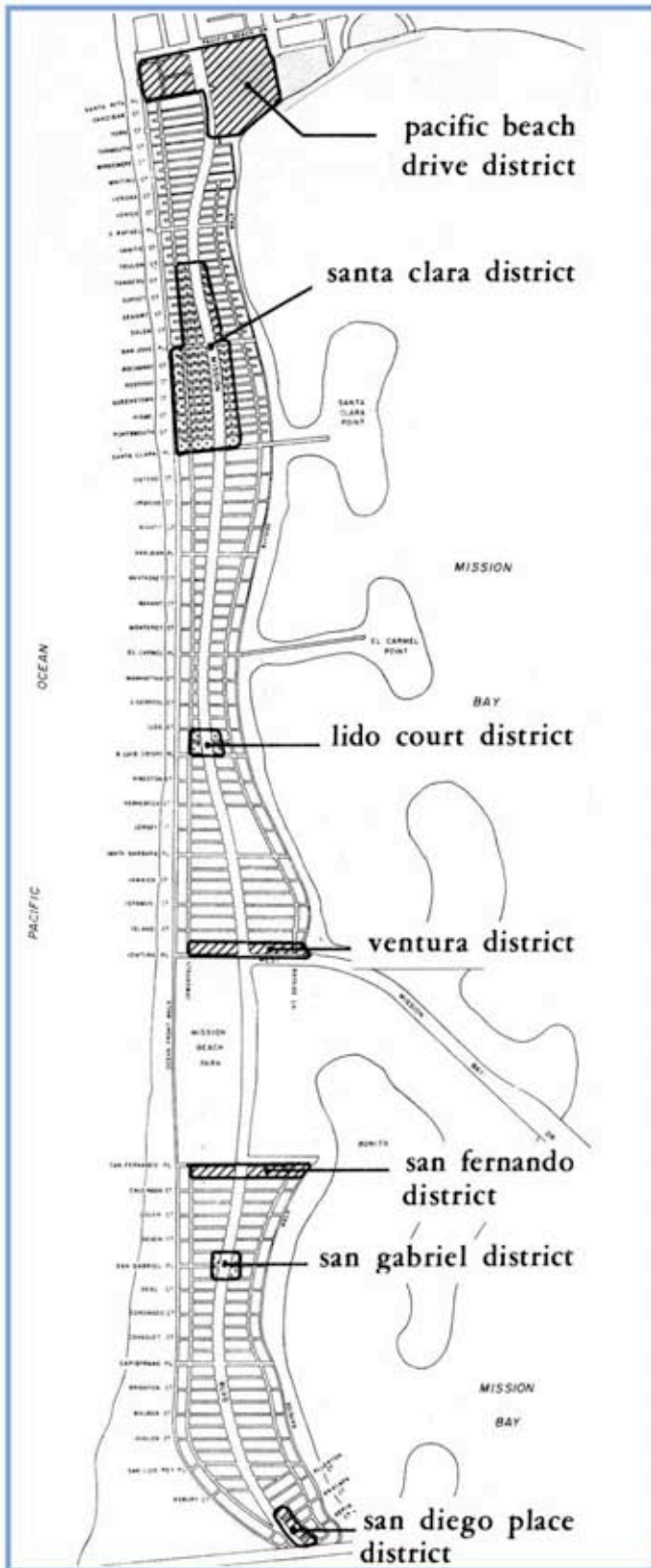
Commercial Recreation - This activity, at present, is limited to a few restaurants and motel facilities in spite of the fact that a large number of people from outside the community come to visit, especially to use the beach. Most people who stay are housed in fully equipped summer rental units. These people, as well as the daily visitors, generate some demand for commercial recreation facilities. There is a potential for the development of extensive commercial-recreation facilities because of the unique geographical situation of Mission Beach, adjacent to the ocean and Mission Bay Park. Intense development of commercial recreation

could result in a substantial change in the character of the community from residential to recreational. This would be undesirable in light of an overriding community goal for Mission Beach to maintain its existing character.



While a change in the character of the community is neither proposed nor anticipated, consideration should be given to providing some commercial recreation facilities, specifically restaurants, specialty shops and hotel and motel units. Any concentration of these types of facilities should be adjacent to entrances to the community. This is necessary because of existing vehicular congestion on the streets and alleys. Development of any commercial recreation activity should be compatible with the development of the rest of Mission Beach. Permitted uses in commercial recreation districts should also include the range of residential and commercial uses proposed for the neighborhood commercial districts.

Distribution of Land Uses

At present, there are seven commercial districts in Mission Beach. Although Mission Beach Park is zoned commercial, it is being excluded from this discussion and will be treated separately in the **Community Facilities Element**. The following analysis generally describes each district, and its potential.



legend

-  neighborhood commercial
-  commercial recreation

Commercial Proposals

Mission Beach Precise Plan



1. Pacific Beach Drive District - This district, immediately south of Pacific Beach Drive, includes about two acres of land, excluding the Catamaran Hotel. Most of the land is being used for commercial purposes. This land has a stronger relationship with commercial development to the north than to Mission Beach. The area to the north is visitor-oriented and has potential for further development as a tourist area. The Pacific Beach Drive district should relate to the ocean and to development to the north, as well as provide an entrance to the Mission Beach community.
2. Santa Clara District - This area, north of Santa Clara Place and along Mission Boulevard, encompasses about nine acres of land, most of which is used as residential. Less than two acres is being used as commercial at present. Although this is the largest district in Mission Beach, it is not providing a full range of convenience facilities. The district is characterized by small retail services, a large number of eating and drinking places and a few professional services. There is an extreme lack of off-street parking. Most buildings are in need of physical improvements. In the future, this area should serve as a major neighborhood commercial center characterized by a mixture of land uses.
3. Lido Court District - This extremely small district, adjacent to Lido Court, contains a total of about one half acre of land, less than half of which is being used commercially. It provides minor commercial service to the adjoining residential uses. The commercial facilities are of a retail and personal service nature. This area has practically no parking. In the future it should function as a small convenience center for the residents in the immediate area.
4. Ventura District - This district includes land on the north side of Ventura Place and West Mission Bay Drive. It contains one and one-half acres of commercially zoned land, most of which is being used for commercial purposes. It is characterized by retail services, some of which are oriented toward visitors to the beach. Like the other areas it is lacking in terms of physical improvements and in need of maintenance and reconstruction of some buildings. In the future, this district should be oriented toward commercial recreation activity because of its proximity to the concentration of visitor activity. Physical upgrading is of extreme importance here as this district is a highly visible entrance to Mission Beach.
5. San Fernando District - This district includes the strip of land on the south side of San Fernando Place. Just over one acre in size, this district contains several office type uses, but practically no commercial development. Because this strip borders Mission Beach Park, and because it is adjacent to the center of visitor activity, it is appropriate for limited commercial recreation activity. Because the area is so visible, the physical appearance is critical.
6. San Gabriel District - This district, adjacent to San Gabriel Place, is extremely small, encompassing only one-half acre of land. Commercial uses account for about half of this. Like the Lido Court district, this area is characterized by limited parking and extremely old buildings containing small retail services, mostly eating and drinking establishments. In the future it should serve as a small convenience center, providing for the immediate needs of people in the area.

7. San Diego Place District - This district is located at the southern tip of Mission Beach. It is one acre in size and does not presently accommodate any commercial uses. The boundary of this district is very irregular. Because of the development of recreational areas in South Mission Beach in close proximity to this area, this district could be developed with a mixture of uses including convenience establishments to serve the needs of visitors to the recreation area.

Development Regulations

In order to regulate future commercial development in Mission Beach, existing commercial zoning should be superseded with a planned district. Existing zoning does not allow the flexibility that is possible with special regulations. The criteria detailed herein provide the framework for development of the proposed planned district regulations. .

Location - Neighborhood commercial development should be permitted in each of the seven commercial districts in Mission Beach. The Santa Clara, Lido and San Gabriel districts should be restricted to neighborhood commercial and residential uses only, with Santa Clara developed as the major neighborhood center. Commercial recreation activity should be limited to the Pacific Beach Drive, Ventura, San Fernando and San Diego Place districts. The first three are adjacent to entrances to Mission Beach. The latter is adjacent to a considerable amount of improved recreational space at the southern tip of the community. Because of its limited size and because congestion is less of a problem in south Mission Beach, this is considered to be an acceptable location for a limited amount of commercial recreation use.



Poles and signs and cars and boats
tend to hide any commercial activity.

Building Bulk - Because the commercial districts are proposed to contain residential as well as commercial uses and because of the critical need for open space in Mission Beach, setback and lot coverage requirements in all commercial districts should be basically the same as those proposed for residential districts. The major factors include 15-foot setbacks on Courts south of Santa Clara Place and ten feet on Courts to the north, at least three-foot setbacks for interior side yards with an additional two feet for every story over two, and a maximum of 60 percent lot coverage for corner lots and 50 percent for interior lots. Somewhat higher coverage is acceptable for property used solely for commercial purposes that is not adjacent to residential development.

Floor Area Ratio - The maximum floor area ratio for commercial uses should be about 2.0. Variations from the actual FAR should be granted bonuses for extraordinary development. Exact criteria should be established that permits a higher floor area ratio for increases in open space, landscaping and the provision of off-street parking associated with commercial uses. The floor area ratio criteria for residential or any other non-commercial land uses should be the same as those proposed for residential districts. Where mixed uses are involved, the maximum amount of floor area permitted for residential for the given lot size should dictate the maximum amount of residential floor area permitted. The difference in floor area between the residential maximum and the commercial maximum should then dictate how much floor area remains for commercial use.

Consolidation - The same criteria developed for residential district consolidation should apply to commercial districts. Generally speaking, some east-west alley closing should be permitted. The closing of north-south streets, or the Courts, should not be permitted. Some realignment of Courts should be permitted if the guidelines established for residential consolidation are followed.

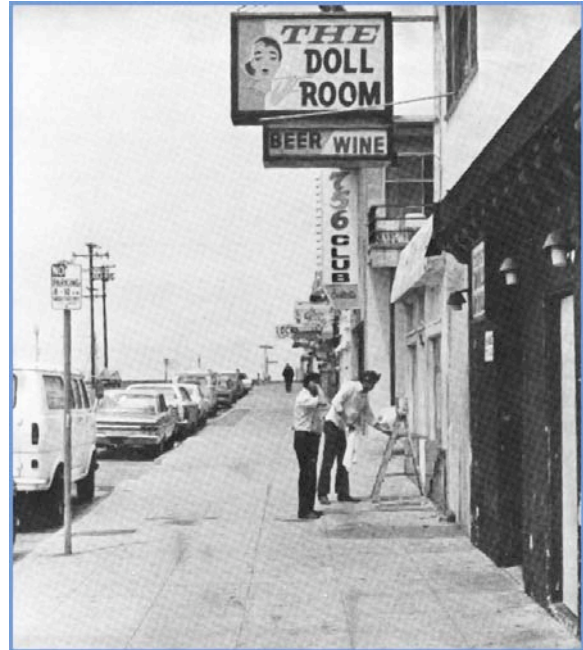
Height - As with residential districts, a basic height limitation of 35 feet should be established for all-commercial areas. This limit is in keeping with the limitation established for the remainder of Mission Beach. Specific criteria, developed for residential districts, should be applied to both neighborhood commercial and commercial recreation districts.

Parking - Because of the extremely small lot sizes in Mission Beach, the high price of land and the need to encourage neighborhood commercial facilities, there should be no off-street parking requirement for neighborhood commercial development. Because commercial parking is needed, however, the provision of off-street parking should be rewarded with a bonus in floor area ratio. Specific attempts should be made to encourage the provision of at least two or three spaces in conjunction with each new development for use as loading and short-term customer parking.

In order to minimize the impact of commercial recreation development on the community, off-street parking should be required for any new hotel and motel facilities. These facilities cater strictly to visitors, providing no necessary service to residents. One parking space should be provided for each guest room in these facilities.

Residential uses developed in commercial districts should meet the same parking requirements as specified for residential districts. Bonuses in FAR should be provided in these districts for the provision of extra parking as suggested for residential districts.

Landscaping - A minimum of ten percent of the total lot area for commercially used property should be required for landscaping. For residential uses, landscaping requirements as detailed for residential districts should apply. Commercial districts in Mission Beach at present suffer from a severe lack of desirable amenities. Existing development, as well as new development, should be encouraged to upgrade through the provision of landscaping where possible, as well as through increased building maintenance and early compliance to the new sign control provisions. Adequate requirements should exist for the storage and screening of all trash and garbage created by commercial uses.



Landscaping could go a long way to change this "ocean vista."

SUMMARY RECOMMENDATIONS

- That a Planned District be developed to replace all commercial zoning in Mission Beach.
- That existing commercial districts be maintained and that no new ones be created.
- That the Santa Clara district be developed as the major neighborhood commercial center in Mission Beach.
- That neighborhood commercial uses be permitted in all commercial districts.
- That commercial recreation uses be limited to the Pacific Beach Drive, Ventura, San Fernando and San Diego Place Districts.
- That requirements regulating building bulk be developed for all new non-residential uses in commercial districts.
- That a floor area ratio of about 2.0 be developed for all commercial type uses, with bonuses provided for extraordinary development.
- That minor lot consolidation be accepted with the limit being the area bounded by two adjacent Courts and by Mission Boulevard and a north-south street.
- That a basic height limit of 35 feet with a three-story limitation be established for uses in commercial districts.
- That a minimum amount of parking be encouraged for all commercial type uses.
- That a minimum of ten percent of the lot area of all commercial uses be landscaped.
- That businesses be encouraged to conform to the new sign control ordinance as soon as possible.



COMMUNITY FACILITIES ELEMENT

The quality of community facilities relates directly to the quality of life. Such facilities as schools, libraries, parks, police, fire protection, health care and utilities play an integral part in the day-to-day activity patterns of people.

Ideally, General Plan standards can be applied to determine community facility needs. Mission Beach, however, is a unique community with unique problems. Therefore, typical general Plan standards are difficult to apply. The results of applying normal standards to Mission Beach would be an unrealistic assessment of actual community needs. These facilities, then, must be carefully evaluated in terms of identifying specific needs and providing reasonable solutions. The following community facilities element of the Plan contains a brief assessment, goals and proposals for each type of community facility serving Mission Beach.

SCHOOLS

The Mission Beach Elementary School, centrally located at the corner of Santa Barbara Place and Mission Boulevard, is the only public school located within the Mission Beach community. The elementary education function ceased in the summer of 1973, however, when the facility was converted to a special education school, and the elementary students transferred to Farnum Elementary in Pacific Beach.

GOALS

- The provision of adequate elementary and secondary education to all school age persons in Mission Beach.
- The encouragement of intensive use of the public school facility for other uses in addition to elementary education such as special education, adult education, recreation and civic and cultural activities.

Situated on only two acres of land, four of the thirteen classrooms in the school facility are pre-Field Act and, consequently, must be vacated by July 1975, in order to meet State of California earthquake standards. During the 1972-73 school year the school had an enrollment of approximately 130 students in grades kindergarten through six. The 1970 U.S. Census of Population indicated that, at that time, about 340 children between the age of five and 11 lived in Mission Beach. The discrepancy between this figure and school enrollment exists for two reasons. First, students in the northern part of Mission Beach had the option of attending Farnum Elementary instead of Mission Beach Elementary if they desired. Second, some students in Mission Beach attend private schools. The exact breakdown by category is unknown. During the past few years, decreasing enrollment at Mission Beach Elementary School raised concern over the future of the facility. This, compounded by financial problems, has led the School Board to terminate the elementary education function. Two goals of the Plan relate directly to this issue. One calls for a variety of family types to live in



**The young will find an education but
not in Mission Beach without a school.**

Mission Beach while the other calls for the promotion of an economically balanced community. The community at present contains a proportionally low percentage of families with children and an even smaller percentage of lower income families with children. The elementary school is of extreme importance if these types of families are to be attracted to Mission Beach. The primary consideration made by these types of families in choosing a place to live is the existence of a convenient neighborhood elementary school.

While it is a goal of the Plan to attract families with children to Mission Beach, it is impossible to predict the actual numerical increase that might occur, or when it might happen. The Plan does project an eventual population in Mission Beach of about 8,000. This increase of one-third over the present 6,000 residents could result in an eventual yield of as many as 450 elementary age students if the current resident-student ratio exists in the future. Any increase in this ratio would result in a proportional increase in the number of students. An elementary age student population of a size sufficient to warrant a small elementary school facility in Mission Beach exists at present. The number of students could increase in the future, although the rate of the increase will depend on the ability of the community to attract families with small children.

SUMMARY RECOMMENDATIONS

- That the Mission Beach Elementary School be reopened as an elementary educational facility at its present location.
- That the attendance district for Mission Beach Elementary School be coterminous with the northern boundary of the Mission Beach community (Pacific Beach Drive).

LIBRARIES

In the past, Mission Beach was served by a small branch library. This facility was closed in 1964 because of lack of use. At present, Mission Beach is served by the Pacific Beach Branch Library, and by bookmobile service.

GOALS

- The provision of adequate library service, capable of fulfilling the general cultural, educational and informational needs of the Mission Beach community.
- Assurance that any library facility located in Mission Beach will be convenient, safe and free from excessive noise levels.

General Plan standards indicate that at least 15,000 residents are necessary to support even a small branch library. Mission Beach will probably never have many more than one-half this number of residents and, therefore, a regular facility could not receive the use necessary to justify its existence. Some consideration should be given, however, to the need for library service within a reasonable proximity of the residents of Mission Beach.

Demand for library service in Mission Beach should be periodically evaluated in order to determine the adequacy of service provided by the Pacific Beach Branch and the bookmobile. If and when such service is considered to be inadequate, an attempt should be made to upgrade it. The possibility of a storefront auxiliary to the Pacific Beach Branch, located in the Santa Clara commercial district, should then be explored. Such a facility could fulfill at least a partial need of the residents of Mission Beach desiring to use such a facility in terms of a book collection and space for study. Sources of funding for such a facility should be fully investigated.

SUMMARY RECOMMENDATION

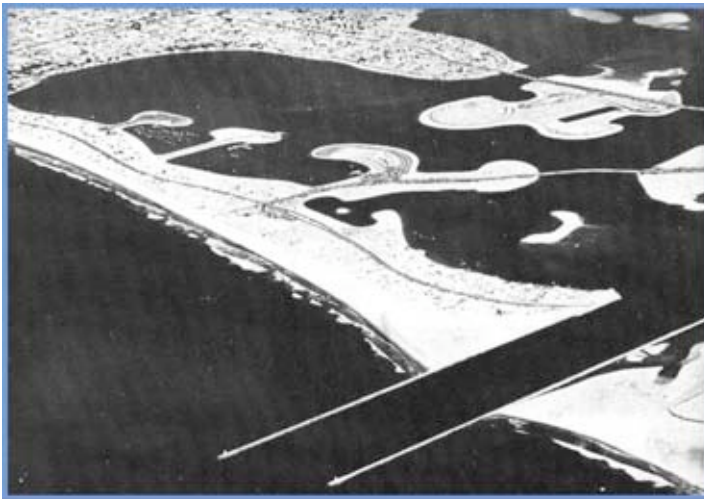
- That the community be periodically evaluated in terms of its need for a library facility, and in terms of the support that it would give to such a facility.

PARKS AND RECREATION

Park and recreation facilities immediately adjacent to Mission Beach are among the finest in California, with Mission Bay Park on the east and the Pacific Ocean on the west. The area is a haven for all forms of water-related and outdoor activity. In addition, the City of San Diego operates a community recreation center located on the bay side on Santa Clara Point. The City also owns the land which is leased to Belmont Amusement Park. The expiration date of that lease is January 31, 1974. Almost all existing recreational facilities adjacent to Mission Beach are in the form of beaches and marinas. There is only a minimum amount of landscaped park land in the community, most of which is related to Mission Bay Park. Almost all recreational facilities in Mission Beach are intended for use primarily by the weekend and summer visitor, and secondarily by the resident.

GOALS

- The preservation of all existing open space in Mission Beach, including the beaches and recreational facilities adjacent to the beaches.
- The integration of usable public open space into the developed portion of the community.
- The accommodation of visitors to the beach without creating an adverse impact upon the residents of Mission Beach.



The recreational potential is rather obvious.

Because Mission Beach is adjacent to Mission Bay Park, and because it has so much beach area, it is virtually impossible to apply normal standards for park development. While there is no lack of park and recreational facilities in quantity, there certainly is in type, especially passive landscaped areas for the resident. The compactness of Mission Beach creates a demand for usable open space almost on a lot-by-lot basis. Small mini-parks scattered throughout the community could provide areas for recreational purposes and for open space.

Linkages between the bay and the ocean could further provide for needed open space and activity areas not related to the beach.

Because of the extremely high value of property, public acquisition of land for parks and open space is highly unlikely. The possibility of consolidation of lots combined with alley closings, however, provides an opportunity to create mini-parks adjacent to consolidated property through an agreement by the City and the landowner. The possibility of eventually

closing some of the Places and converting them to pedestrian malls provides a further opportunity for the penetration of usable open space into the community. Special consideration should be given to closing Places, where possible, between the north-south alley and the waterfront walk in order to create mini-parks. Consideration should be given to landscaping the playground at the elementary school so that it could function as a small neighborhood park. Every opportunity of this nature should be explored in an attempt to integrate usable open space into the developed portion of Mission Beach. It is recognized that other park and recreation activities citywide are much higher on the priority list for spending. The Santa Clara Point facilities and the proposed Bonita Cove and Mission Point facilities do provide landscaped playground activities. Should such concepts as those discussed herein become feasible, however, every attempt should be made to carry them out. Means of gaining such improvements from the private sector through assessment districts or trade-offs of some kind (such as floor area ratio bonuses) should be explored.

THE BEACH

There are approximately four million square feet of excellent sandy beach adjacent to the Mission Beach community, ranging in width from 50 to 200 feet. These beaches are among the most popular and heavily used in the City. It is anticipated that the demand for use of those beaches will continue to increase. Consequently, provisions must be made to accommodate this demand without a resultant adverse impact upon the community.

The most critical problem created by this high demand for beach use relates to parking. At present, there is an extreme lack of parking even for residents of the community. Beach users generally concentrate adjacent to parking lots and the intensity of use of the beach decreases as the distance from available parking increases. Another beach related problem is that of maintenance. During periods of heavy use, especially, trash piles up on both the beach and on private property adjacent to the beach. Until people stop littering, increased receptacles and maintenance will be necessary. Beach erosion is another problem. Action of the water on the beach causes a natural depletion of sand. The beaches are currently replenished with sand on a periodic basis. Consideration should be given to a permanent solution through the study of underwater groins and breakwater as outlined in the City of San Diego's Ocean Edge report.

Mission Beach Park (Belmont Park)

The City of San Diego owns a parcel of land approximately 17 acres in size between Mission Boulevard and the ocean, south of Ventura Place, known as Mission Beach Park. At present, approximately 6.5 acres in the northern half of the site are to be leased to a private interest for construction of a commercial center and recreation park. Although the original Plunge building has not been preserved, the reconstructed pool room and the pool, which has been preserved, will be retained for use by the public. In addition, the park development and design conform to the original Spanish Colonial Revival architectural style of the Plunge and roller rink buildings. The Big Dipper Roller Coaster has been leased for restoration and operation. The southern portion of the park, developed by the City in 1982, has been retained as a public parking lot and passive-use park. Public restroom facilities are also available in this area.

The entire parcel is restricted to park use in perpetuity. This parcel of land is one of the largest single pieces of public land adjacent to the ocean in the urbanized portion of San Diego. Because of the critical need of providing access to the San Diego coastline, this entire parcel of land should continue in City ownership and should revert to a recreational use in the future, as mandated by Proposition G.

On November 3, 1987, an initiative was approved by the citizens of San Diego that restricts the Mission Beach Park property owned by the city of San Diego to the following uses:

1. "Public park and recreation uses such as grass, picnic areas, public open space, public parking, public recreation and meeting facilities. Expressly excluded are retail and commercial uses except within a historically rehabilitated Plunge Building which would serve park and beach visitors, such as restaurants, fitness center and the like."
2. "Historical preservation uses, such as preservation and rehabilitation of the historic Plunge Building, Roller Rink Building and Roller Coaster where economically feasible."
3. "Incidental and related uses to those uses authorized by 1. and 2. above, provided such incidental and related uses are clearly subordinate to the authorized uses and are minor in nature."

(Language above is from 1987 proposition G - Mission Beach Park)

As part of the Belmont Park project, the original Plunge building has been demolished and reconstructed, incorporating the Spanish Colonial Revival architectural style and important architectural features of the original building. The reconstructed Plunge building contains the original pool, which has been preserved and restored, a fitness center and operational equipment for the pool. As part of the same project, the roller rink building has been demolished. It has been replaced by retail establishments.

Subsequent to the approval of the above initiative, the City Council of the City of San Diego adopted Resolution No. R-270781 on April 18, 1988, which determined that the Belmont Park project had established a "vested right" that exempted the project from the initiative, and allowed construction of the project to proceed under the Council-approved city lease and development plan. The City Council also adopted Resolutions No. R-270591 and R-270592, adopted on March 22, 1988, which established a "vested right" for commercial operation of the roller coaster.

In conformance with the initiative, Mission Beach Park has been rezoned to Open Space - Resource (OS-R) as a resource based park, except for the Plunge Building/Fitness Center which has been rezoned to Commercial Recreation (CR). Development is to be guided by the Council-approved City lease and development plan until expiration of the lease on March 31, 2037.

Any future development must maintain adequate public access between the ocean and bay. The Plunge should be maintained for public use, and the area around the Plunge building should provide public access through the site. The indoor pool within the Plunge building has been rehabilitated and should be maintained for general use by the public. The architectural

style of the original Plunge building has been duplicated in the existing development to maintain the historic flavor of the park. The Spanish Colonial Revival architectural style of the original Plunge building should be used for any future development within Mission Beach Park. This architectural style should remain an important element of Mission Beach Park. Any future plan for the site should ensure that the facility will not have a negative impact upon Mission Beach in terms of noise, traffic, parking or intensity of development and use. The parking area on the Mission Beach Park site currently contains 804 parking spaces. An additional 1,106 spaces are located across Mission Boulevard adjacent to Bonita Cove.

SUMMARY RECOMMENDATIONS

- That all beaches and open space in the community remain accessible to the public, and be suitably maintained.
- That consideration be given to the development of small public mini-parks throughout Mission Beach in conjunction with lot consolidation efforts.
- That the ends of Places and the school's playground, be developed into landscaped mini-parks if and when possible.
- That the establishment of pedestrian linkages between the ocean and the bay at the Places be initiated when and where feasible.
- That a means be devised to distribute beach users throughout the entire length of beaches.
- That the Mission Beach Park Landscape Development plan provide an overall development plan for the park to ensure adequate public access through the entire park area.
- That the Plunge and main pool room within the reconstructed Plunge building be retained, remain in service, and be available for public use.
- That the Spanish Colonial Revival architectural style of the original plunge building be maintained as an important architectural element of Mission Beach Park.
- That upon completion of the term of the city lease, future development of Mission Beach Park be restricted to public and recreation uses and shall not include commercial uses except within the Plunge building. Until the term of the lease, and any expiration rights conferred by the lease, is completed, the Council-approved and vested development plan shall guide the development of the site.
- That a portion of Mission Beach Park, adjacent to Mission Boulevard and away from Ocean Front Walk, continue in use as a suitable landscaped parking reservoir with consideration given to eventual development of a low-rise parking structure on the site.

POLICE PROTECTION

Having the highest density of any community in San Diego, the concentration of population has some direct bearing upon the crime rate in Mission Beach. Also, the mix of different types of people leading different life styles causes a need for additional police protection at certain times. Consequently, the San Diego police department, providing service from the University Substation, receives a high number of requests for service in Mission Beach.

GOALS

- The elimination of criminal acts in the Mission Beach community through the elimination of those conditions leading to such acts.
- The provision of adequate police protection in order to insure the rights of the residents of Mission Beach.

The nature of crimes in the community generally involve such occurrences as trespassing, theft and disturbing the peace. Violent crimes are a more infrequent occurrence. A community relations office was established on Mission Boulevard in the summer of 1972 in an attempt to create a better channel of communication between residents and the police department. With a communication vehicle of this sort, the divergent life styles in Mission Beach now have a better opportunity to understand each other, as well as the law enforcement agency. Past performance in other communities has demonstrated that this type of facility can greatly reduce misunderstandings that lead to incidents. If crime in Mission Beach is to be reduced, more must be known about the nature of the crimes and the reasons that they are committed. Preventive measures by residents, such as better protection against theft, could probably aid in reducing the rate significantly. Increased protection may help, although simply stepping up protection is only a partial approach to solving the problem. The community relations office, in addition to providing the forum that it does, is an excellent field laboratory for the purpose of attempting to comprehend the underlying reasons for crime in Mission Beach, and for suggesting ways to eliminate it.



Protection for all persons, not the least of which are senior citizens.

SUMMARY RECOMMENDATIONS

- That the Community Relations Office continue in its present location.
- That the nature and frequency of crime in Mission Beach be evaluated by both the public and private sector in order to determine the adequacy of police protection and in order to find means of eliminating the causes of the crimes.
- That streets, Courts, and alleys receive adequate lighting in order to insure the safety of persons using these thoroughfares.
- That residents be encourage to use the operation identification program in order to mark their personal property in an effort to reduce theft.

FIRE PROTECTION

Mission Beach at present does not have enough demand to warrant its own fire station. The nearest facility is located in Pacific Beach. Normally, service from Pacific Beach is adequate. During periods of extreme congestion in the summer months, however, the ability to respond can be severely impaired.

GOAL

- The elimination of those hazards that could cause fires, coupled with the elimination of hazards that prevent the adequate fighting of those fires that do occur.

Small alleys in Mission Beach, the high density, the median on Mission Boulevard, excessive on-street parking and extreme congestion all somewhat limit the ability of equipment to respond in order to fight fires. When intense traffic congestion during the summer months is added to these other situations, the problem becomes critical. Other than Mission Boulevard, the only vehicular circulation routes are two north-south alleys and a series of perpendicular connecting alleys. The fire department will not take equipment off of Mission Boulevard because the alleys are too narrow for maneuverability. Consequently, most fires are fought by extending hoses from Mission Boulevard. This situation can seriously impair fire fighting. Mission Beach has a fire code rating of 3, which is considered good. The actual incidence of fires is relatively low. There are a large number of wooden structures in the community, many with very old wiring. According to the fire department, the action of the salt air on the wooden structures over the years, however, has made these buildings somewhat fire retardant. The main problem, then, is one of inaccessibility during the summer periods of peak congestion. Solution to the problem involves either an elimination of the extreme traffic congestion, or in the positioning of some equipment in the community during these periods of congestion.

SUMMARY RECOMMENDATIONS

- That future modifications to the circulation system include consideration of the maneuverability of fire equipment.
- That some means be developed for getting fire fighting equipment to fires during the periods of peak congestion.
- That residents initiate programs to reduce fire hazards such as unsafe wiring and storage of combustible materials.

HEALTH CARE

The Mission Beach Community does not contain any private medical care facilities, although there are some 32 physicians practicing in Pacific Beach. The only facility located within Mission Beach is a private free clinic, which is seriously understaffed and, hence, unable to meet many needs for treatment. This is partially due to the fact that the facility serves a larger area than Mission Beach. The closest complete dental facilities of a private nature are also located in Pacific Beach.

GOALS

- The provision of adequate medical consultation and treatment facilities for the residents of Mission Beach.
- The elimination of the underlying causes of health-related problems in Mission Beach.
- The expansion of educational programs in order to prevent health-related problems in Mission Beach.

The exceptionally large number of young people living in Mission Beach is reflected in the demand for consultation and treatment at the free clinic. Over half of the consultations involve persons seeking information on contraception, venereal disease and pregnancy, although just a fraction of these need treatment. A small percentage of the patients have drug problems, while the remainder are seeking consultations on general medical problems. While this facility does not limit practice to Mission Beach residents, it is safe to say that Mission Beach residents represent a cross section of the clinic's clientele.



In some cases the healing may be spiritual rather than physical.

The immediate need in Mission Beach is to eliminate existing health care problems and to prevent them from reoccurring. While the San Diego County Health Department also provides treatment and education services, such assistance is on a somewhat limited basis, due to financial considerations. An expansion of medical facilities, especially public facilities, is necessary to meet existing needs and to prevent future problems. Further, a code enforcement program should be considered in order to evaluate the incidence of health and safety hazards in Mission Beach. Violations of sanitation and overcrowding, if such conditions exist, must be corrected in order to eliminate some of the underlying causes of problems. An ever expanding educational program can also assist to eliminate health and safety problems.

SUMMARY RECOMMENDATIONS

- That programs of medical treatment, consultations and education be expanded where feasible.
- That possible violations of sanitation and overcrowding that directly affect the health of residents be investigated, identified and eliminated in Mission Beach.

PUBLIC UTILITIES AND FACILITIES

Some public utilities and facilities have presented considerable problems in the past from the standpoint of aesthetics as well as safety. The negative impact of public utilities can be eliminated with foresight and with a sound implementation program.

GOALS

- The provision of necessary public utilities and facilities in Mission Beach as needed.
- The elimination of any adverse impact of public utilities in Mission Beach.



Wires and poles are a monument to physical chaos in Mission Beach.

Electrical distribution lines have presented a serious visual problem in Mission Beach for years. The Mission Boulevard improvement project will eliminate this problem on the Boulevard although a myriad of wires and poles on the interior alleys will remain, and even increase, because of the Boulevard project. Private efforts, at the owner's expense, will be necessary if these are ever to be eliminated.

Storm drainage has been a problem in Mission Beach for years. High tides combined with rainfall have caused flooding situations. This situation will be corrected as part of the Mission Boulevard Improvement Project. Pump stations, which have been above ground eyesores in the past, should be located underground in the future.

Location and design of comfort stations should receive special consideration in the future. Proper location is necessary in order to minimize the impact on surrounding property.

About 50 percent of the water mains in Mission Beach have been replaced recently and will be adequate for many years. Asbestos cement pipe is now being used to replace old cast iron pipe. The northern and southern portions of the community have the new water lines. The central area will probably receive new lines sometime during fiscal year 1975. After completion of that project, water service will be up to date throughout the entire community.

Mission Beach is sewered by a trunk line running the length of the community under Bayside Lane. The gentle slope of the lines curbs capacity and causes increased maintenance because the slow flow of waste fails to adequately scour the pipe. Sewers north of the Redondo Court area flow north to Pacific Beach while those south of there flow south to Ocean Beach. All lines, at present, are old concrete pipes. Replacement of these pipes will begin in about fiscal year 1976. New pipes will be of vitrified clay. Total replacement over the years is expected to occur before any serious problems with the existing system occur.

SUMMARY RECOMMENDATIONS

- That all overhead wires and poles be removed from Mission Beach.
- That adequate storm drains be provided where necessary to eliminate any drainage problems.
- That all pump stations be placed underground.
- That comfort stations be provided where necessary, and that they be designed and sited so as to not adversely affect the community.
- That water and sewer lines continue to be systematically upgraded.



TRANSPORTATION ELEMENT

The basic purpose of transportation is to provide each member of the community with maximum opportunity for access to goods, services and activities, both public and private. The achievement of this purpose will require that a fully integrated system of vehicular, transit, bicycle, pedestrian and parking facilities be considered. The following Transportation Element of the Mission Beach Precise Plan discusses each of these facilities and itemizes goals and proposals for their improvement.

VEHICULAR MOVEMENT

The Mission Beach vehicular circulation system consists of one main street, Mission Boulevard, traversing the length of the community. There are two access points in and out of Mission Beach. Internal vehicular movement is served by two north-south alleys parallel to Mission Boulevard, one to the east and one to the west. By definition these are called streets, although by function and appearance they are alleys. Perpendicular to the north-south movement are a series of east-west alleys, Places and Courts. The alleys and Places serve



Alleys provide the only alternative to Mission Boulevard for vehicles.

automobiles, while the Courts are sidewalks serving pedestrians. Basically, alleys and Courts alternate throughout the length of the community, with a Place occurring instead of a Court about every seven Courts north of Santa Clara Place, and every four Courts south of Santa Clara Place.

Mission Boulevard has a right-of-way of 80 feet, with an actual distance of 60 feet from curb to curb. Strandway, parallel to Mission Boulevard to the west, has a right-of-way of 20 feet. Bayside Lane, parallel to the Boulevard on the east, has a right-of-way of 19 feet. Strandway is one-way south and Bayside Lane one-way north. The east-west alleys all have a 16-foot right-of-way while the Places are 24 feet. In the case of all of the alleys and Places, the right-of-way distance is the same as the pavement width. Generally speaking, Mission Boulevard acts as a distributor for all vehicular traffic in Mission Beach. The east-west alleys and the Places provide internal access to and from the garages of residences. Because there are cuts in the Mission Boulevard median only at the Places, those alleys carry somewhat more traffic than the others. The north-south alleys are used for short vehicle movement, usually between the distance from one Place to another. These streets and alleys make up the entire vehicular movement system in Mission Beach.

Mission Boulevard serves over 20,000 automobiles every day. According to the City of San Diego street and highway standards, a street with this volume should have four 12-foot lanes with a curb-to-curb distance in excess of 80 feet. The Boulevard has four ten-foot lanes in a 60-foot curb distance. The most constricting portion of the Boulevard, at present, is the Ventura intersection. During periods of heavy use traffic backs up into both North and South Mission Beach. The alleys are generally adequate to handle local traffic under normal conditions. Unfortunately, the severe lack of parking in the community results in the alleys being used to store automobiles (sometimes illegally) rather than to distribute them. The situation becomes critical when vehicles circulate through the alleys looking for parking. Visitor traffic coupled with local traffic sometimes causes Mission Boulevard to exceed capacity during the summer. These conditions all create an undesirable situation in Mission Beach from a traffic circulation standpoint.

The number of automobiles generated for purpose of employment is unusually large. According to the 1970 U.S. Census of Population, over 80 percent of all persons traveling to work from Mission Beach drive their own automobile, compared to only 65 percent citywide. This is partly because there is virtually no employment base in Mission Beach itself. A high degree of vehicle ownership intensifies the overall traffic and parking problem, while the high rate of usage for employment purposes intensifies the peak hour problem.

GOALS

- The reduction of overall vehicular congestion plaguing Mission Boulevard.
- The reduction and, if possible, elimination of through traffic on Mission Boulevard.
- The curtailment of beach user traffic on Mission Boulevard.
- The reduction of the present pedestrian and vehicular accident rate on Mission Boulevard.
- The improvement of the physical appearance of Mission Boulevard.

EXISTING TRAFFIC CONDITIONS

Mission Beach, at present, houses about 6,000 people in 3,350 dwelling units. It has a limited amount of commercial activity that accounts for some generation of traffic. At least 30 percent of the traffic within the community is through traffic. Actual counts have indicated that this figure, at times, is as high as 40 percent. Because of the generous amount of beach area adjacent to the community, recreational traffic accounts for the difference between winter and summer counts. Winter traffic consists mainly of that generated by the community itself plus through traffic. In the summer, average daily traffic counts are 60 percent higher than in winter. The summer season, defined by mid-June to Mid-September, with its summer weekends, holidays and heat waves, accounts for the peak high counts. Some combination of the above can virtually bring traffic to a stop during the day and evening.

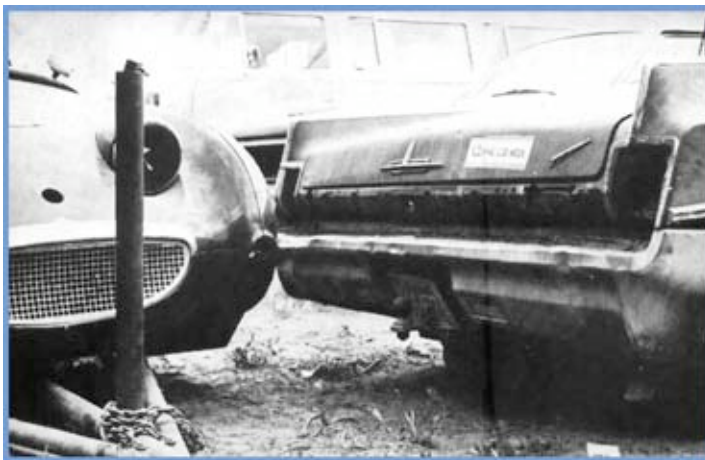
For purposes of evaluating present and future traffic conditions, Mission Boulevard can be divided into two segments, that portion north of Ventura Place and that portion to the south. It is necessary to treat north Mission Boulevard separately because it has the most serious traffic problems. Because of the difference in winter and summer traffic conditions a further breakdown is necessary for purposes of analysis.

Looking at the existing situation first, the northern part of Mission Beach houses 4,200 people in 2,400 total dwelling units while the southern part houses 1,800 people in 950 dwelling units. The following table shows the vehicle trip demand generated by residential and commercial uses, through traffic and recreational uses.

EXISTING TRAFFIC SITUATION

	North Mission Boulevard		South Mission Boulevard	
	Winter	Summer	Winter	Summer
Residential	12,800	12,800	6,400	6,400
Commercial	600	600	100	100
Through	5,800	5,800		
Recreational		9,200	700	5,800
TOTAL	19,200	28,400	7,200	12,300

The present capacity of North Mission Boulevard is about 24,000 vehicles per day. This is determined by calculating the maximum vehicle load per hour that the most constricted portion of the Boulevard (in this case the Ventura intersection) can accommodate. The figure recognizes that traffic follows a fluctuating pattern everyday, with peak conditions at rush hours, and virtually no traffic late at night. Realistically, then, capacity is less than 24 times the maximum vehicles per hour. The northern part of the Boulevard is somewhat under capacity in the winter, and well over capacity in the summer. The southern part is under



Some vehicles do not move at all.

capacity year round. Capacity, as used here, is for a level of service "D." By definition (with "A" being the best and "E" the worst), the D level of service involves slowdowns during periods of peak use. On weekdays these are the rush hours, and on summer weekends, the afternoons. Slowdowns in traffic occur, then, even though capacity is not necessarily exceeded. This condition exists at times in South Mission Beach also, because of the Ventura Intersection.

Mission Boulevard presently reflects a higher than average accident rate. Currently, the accident rate in the north is about that of the citywide average for similar streets. In the south it is also above the citywide average. The majority of the accidents that do occur involve left turn, rear end and parked car conflicts.

FUTURE TRAFFIC CONDITIONS

Because Mission Boulevard is expected to be altered in the near future, projections of future traffic conditions will be based upon its future configuration. At present, Mission Boulevard has four ten-foot lanes, two in each direction, with a median. After reconstruction the Boulevard will have two 15-foot lanes, one in each direction, with left turn pockets at each Place. There remains some question as to whether the two-lane configurations will adequately handle the flow of traffic north of Ventura Place, especially if recreational and through traffic is not curtailed. For this reason the option of returning to four substandard lanes for that portion of the Boulevard must be kept open. In discussing the future vehicle loads and capacities, an analysis for each of the configurations will be considered.

When fully developed, Mission Beach is anticipated to house about 8,000 people in 4,000 total dwelling units. North Mission Beach will contain 2,800 dwelling units accommodating 5,600 people, and South Mission Beach 1,200 dwelling units and 2,400 people. The capacity of Mission Boulevard with the two-lane configuration will be about 24,000 vehicles per day, about the same as it is at present. The use of four lanes could potentially increase the capacity to about 30,000 vehicles per day.

VEHICULAR MOVEMENT PROPOSALS

If traffic circulation is to improve, a number of conditions must be met. Through traffic should be drastically reduced and recreational traffic should be excluded from Mission Boulevard. Given these circumstances the reconstructed Mission Boulevard will be capable of handling the vehicle load even with the projected increases in density. The following table details this situation.

FUTURE TRAFFIC SITUATION

	North Mission Boulevard		South Mission Boulevard	
	Winter	Summer	Winter	Summer
Residential	16,000	16,000	7,800	7,800
Commercial	1,800	1,800	300	300
Through	1,000	1,000		
Recreational	1,000	3,000	1,000	3,000
TOTAL	19,800	21,800	9,100	11,100

When comparing the proposed traffic configuration to the present one, the changes become evident. Both residential and commercial vehicle trips have increased proportionate to the increase in activity of these two land uses. Through traffic has been reduced sharply. Recreational traffic has been severely reduced in the north and the south in the summer. The recreational traffic that remains reflects the generation from those facilities already established within the community. In the north this includes the marinas and boat launching facilities, and in the south the activity adjacent to the jetty, as well as the parking area at Mission Beach Park. The proposed two-lane configuration of Mission Boulevard has a projected capacity greater than the highest level of activity, the 21,800 automobiles anticipated on North Mission Boulevard in the summer. Recognizing, however, that the 21,800 is only an average, there will be occasions when the capacity is exceeded, just as happens now.

Because the elimination of through traffic and recreational traffic is only a goal at present, it is necessary to consider the effects of a continuation of the status quo, accompanied by an increase in density. The following table shows the effects of such action upon vehicle load demands on Mission Boulevard

CONTINUATION OF PRESENT TRAFFIC SITUATION

	North Mission Boulevard		South Mission Boulevard	
	Winter	Summer	Winter	Summer
Residential	16,000	16,000	7,800	7,800
Commercial	1,800	1,800	300	300
Through	6,000	7,000		
Recreational	3,000	11,000	2,300	7,000
TOTAL	24,800	35,800	10,400	15,100

An increase in residential dwelling units to 4,000, as proposed by the Plan, and an accompanying increase in commercial activity cannot be accommodated if through traffic and recreational traffic increase in the same proportions. The effect of this is to cause an over capacity situation on Mission Boulevard in the north even in the winter. Even if the two land configurations were changed to four lanes (increasing the capacity to 30,000) Mission Boulevard could not function during the summer months. It is evident that changes in traffic patterns are inevitable as the community grows, and as beach usage grows.

In conclusion, the only desirable traffic situation involves a density limitation to slow internal growth, a sharp reduction of through traffic and an elimination of recreational trips from Mission Boulevard. Anything less will involve the continuation of serious traffic problems, with the situation becoming intolerable at some future time.

MISSION BOULEVARD PROPOSAL

At present, Mission Boulevard is defined as a major street north of Ventura Place. It currently serves the community, a high degree of through traffic, and those people using the beaches and other recreational facilities. Mission Boulevard, however, is different from other major streets in San Diego. It has a curb-to-curb width of 60 feet, over 20 feet less than the standard. Also, in its two-mile length, there are presently 6'000 people living within 500 feet of the street. This results in an enormous amount of pedestrian interaction with the Boulevard. A count on an overcast spring day revealed 1,000 pedestrian crossings in an 800-foot segment in a period of one hour.

The Mission Boulevard Improvement Project consists of the construction of four storm drain pump stations and collector drain systems, the installation of local drainage systems in the Boulevard, the construction of new sidewalks between the existing sidewalk and curb,



Mission Boulevard is presently a ribbon of wires, cars and poles.

continuous level street light facilities on the Boulevard, the reconstruction of the center island including traffic signals and left turn pockets at certain locations, landscaping of left-turn pockets, the provision of street trees and the conversion of overhead utilities on the Boulevard to underground facilities. When completed, it will be striped for one 15-foot lane in each direction.

The project, as originally proposed, involved an area assessment of about a million dollars, with an additional \$700,000 being financed by the City. Delays in the project, however, have raised the cost considerably. Construction is proposed to be in three stages, over

a three-year period. The first phase covers the area between Manhattan Court and Pacific Beach Drive, the second between Manhattan and Ventura Place, and the third from Ventura Place south.

Wire and pole removal, landscaping, tree planting and ornamental lighting will all create an atmosphere that enriches the overall community. Left-turn pockets and wide lanes increase pedestrian and vehicular ingress at what are presently the most dangerous intersections along the Boulevard. Along with these improvements, consideration should be given to a speed limit less than the present 30 MPH with strict enforcement in order to ensure that the more efficient movement of traffic does not result in higher speeds along this pedestrian-oriented Boulevard.

Parking along the Boulevard, while necessary for residents at present, should be reduced in the future if off-street accommodation of vehicles is improved. This would further reduce vehicular conflict while making pedestrians more visible. Until such a time parking can be decreased, the placement of fire hydrants, curb cuts, bus stops and loading zones should all be carefully coordinated in order to ensure that as much parking as possible is maintained.

Consideration should be given to closing the entrance to selected east-west alleys at Mission Boulevard. This could increase parking while reducing the conflict points between vehicles entering the Boulevard and moving traffic. Eventual widening of the median should be considered in order to facilitate landscaping and increase the pedestrian reservoir in the center of the street. All of these improvements will eventually lead to the establishment of a desirable community street from the aspect of both form and function.

SUMMARY RECOMMENDATIONS

- That the Mission Boulevard Improvement Project be subject to further study, including the following proposals:

the elimination of severe drainage problems; the construction of sidewalks between the existing sidewalks and curbs; the provision of unique ornamental street lighting the length of the Boulevard; the construction of four-car left-turn pockets and traffic signals at Santa Clara, El Carmel and Ventura Places, and Pacific Beach Drive, and the construction of two-car left-turn pockets at all other Places; the landscaping of all left-turn pockets; the provision of street trees, spaced one between every Court and alley on both sides of the Boulevard; and the conversion of overhead utility facilities on the Boulevard to underground.

- That directional signing and other traffic control devices in the vicinity of Mission Beach discourage through traffic from entering the community.
- That Mission Beach be removed from the 52-mile scenic drive in order to reduce through traffic.
- That directional signing and other traffic control devices be used to reduce the occurrence of beach user traffic on Mission Boulevard and direct beach users to public parking areas.
- That the restriping of Mission Boulevard upon completion of the improvement project consist of two 15-foot lanes, one in each direction.
- That consideration be given to reducing the speed limit on Mission Boulevard upon completion of the improvement project from the present 30 MPH limit to 25 MPH.
- That careful coordination of fire hydrants, bus stops, loading zones and curb cuts occur in order to maximize the amount of parking on Mission Boulevard at present.
- That the eventual reduction of parking on Mission Boulevard be considered when off-street parking within the community increases.

- That consideration be given to blocking access to some east-west alleys at Mission Boulevard in order to increase parking and reduce the number of points of conflict between vehicles entering and traveling along the Boulevard.
- That the eventual widening of the Boulevard median be considered in order to increase landscaping and provide a larger pedestrian reservoir in the center of the street.

VEHICULAR PARKING

One of the most monumental problems in Mission Beach at present is the lack of adequate parking. This situation exists for residential, commercial and recreational uses. The existing deficit can be identified, but solutions to the problem will take a unified effort by both the public and private sectors. For purposes of analysis, residential, commercial and recreational parking proposals will all be treated separately.

Based on the 1970 Census of Housing, there are approximately 5,000 automobiles in Mission Beach. Field surveys of off-street parking spaces indicate that there are about 3,700 spaces available. This leaves a deficit of at least 1,300 spaces. This deficit is actually somewhat higher when considering that a number of off-street parking spaces and garages are presently used-for storage of boats, trailers and other goods. In addition to the off-street spaces there are approximately 1,000 spaces located on-street. This includes the parking along Mission Boulevard, on the Places and on Strandway and Bayside Lane. The several hundred car parking shortage is made up by residents through the use of recreational parking lots adjacent to residential areas, and through illegal parking on alleys and in yards.

At present, there are about four acres of land in commercial use in Mission Beach. The various commercial uses provide virtually no off-street parking. Almost all commercial uses in the community are adjacent to Mission Boulevard and rely on that street for parking. There are accepted standards that are generally used in order to determine the amount of off-street parking necessary to accommodate traffic generated by various types of commercial uses. These standards are not applicable in Mission Beach for two reasons. First, the commercial uses are more dependent on foot and bicycle traffic than regular neighborhood commercial uses, making the parking requirement somewhat different than the standard. Secondly, the unavailability as well as high cost of land renders the development of generous amounts of off-street parking infeasible. Beach use during the summer months generates more automobiles than there are spaces available. At present, there are about 600 spaces at Santa Clara Point, 100 at El Carmel Point, 600 at Mission Beach Park and 300 adjacent to the jetty in South Mission Beach providing a total of approximately 1,600 off-street recreational parking spaces. With the addition of 150 spaces at Mission Point, and 1,200 spaces adjacent to Belmont Park in the Bonita Cove area, there will be a total of almost 3,000 parking spaces for recreational purposes.

GOAL

- The provision of increased residential, commercial and recreational parking in order to reduce the serious deficit that presently exists.

FINANCING ALTERNATIVES

There are a number of financing programs available for use for residential, commercial and recreational parking. Residential parking will probably be improved solely through private individual effort. Commercial parking could be improved through the establishment of parking districts if the benefit of such parking could justify the cost of providing it. Beach

user parking must be improved through public effort. Recreational parking reservoirs could also be used to accommodate some of the residential demand through joint financial arrangements with individual residents.

There are several laws available for use in the establishment of parking districts. The Vehicle Parking District Law of 1943 creates an assessment against those uses benefiting from such a district. The Parking District Law of 1951 permits an ad valorem assessment on property to supplement or completely eliminate parking revenues.



Parking happens wherever there is 20 feet of unused pavement.

General obligation bonds can be sold to finance parking districts, although two-thirds approval of the electorate is required before such sale can occur. This is certainly unrealistic for residential or commercial parking in Mission Beach. For the beach user problem, the Revenue Bond Law of 1941 allows a citywide bond issue for purposes of providing parking. All means of funding, however, should be studied including a means of funding a shuttle service. The cost per space for a parking structure is about \$4,000. Such a cost, of course, escalates with time. Part of such a cost could be recovered through revenues generated by the parking, although such a fee should not be so high as to preclude any person from gaining access to the coastline.

Of primary importance, then, is the necessity of establishing funding for the provision of parking reservoirs adjacent to Mission Beach for use by those persons wishing to use the beach resource. Any means of accommodating residential and commercial parking, however, through the establishment of parking districts should also be fully explored if the overall deficit is to be significantly reduced.

RESIDENTIAL PARKING PROPOSALS

It has been proposed that new development in Mission Beach provide more parking than is required at present. The proposals range from 1.3 spaces for a studio to 2.0 for a two-bedroom unit or single-family house. While this proposal will ensure adequate parking for future development, it does little to solve the problem for existing units. This problem could be solved if all dwelling units not providing enough parking at present were to increase the number of on-site spaces. Another means would be the establishment of parking reservoirs throughout the community. The latter approach would involve the development of parking districts whereby residences using the facility would be assessed for development and

maintenance costs. Due to the lack of vacant and inexpensive land, this appears to be an unreasonable solution. An extension of the parking district approach involves the possible joint use of recreational parking reservoirs for residential parking, provided that some form of shuttle service could be provided to transport the residents between their homes and cars.

When surveyed, however, residents and property owners in Mission Beach expressed a high degree of unwillingness to park their automobile more than 300 feet from their home. They also expressed displeasure with the idea of paying anything more than five dollars a month for additional parking even if it were available adjacent to their residence. Many were unwilling to pay at all.

With this kind of atmosphere it becomes evident that the only reasonable solution to residential parking is through increases in off-site spaces for existing residences that do not presently provide adequate parking. Until this is accomplished, abundant on-street parking will be necessary in order to accommodate the demand generated by residences.

The most serious problem in the provision of additional parking spaces on-site is the lack of space on developed parcels for such a use. Many older structures are built right to property lines, leaving no room for parking spaces. An overall reduction in vehicular ownership is probably unrealistic since even the completion of a regional mass transit system is projected to have a relatively insignificant effect on automobile ownership patterns. The use of existing parking spaces for storage and other purposes also reduces available spaces. Such spaces should be opened up for vehicular parking. This would help somewhat in reducing the existing deficit.



There is a fortune to be made in the No Parking sign business.

With this climate, it is evident that the residential parking problem will remain acute in the future. Increased requirements for new buildings will hopefully prevent the problem from becoming worse. Enough private efforts to increase on-site parking will reduce the critical shortage that exists. The possible development of residential parking reservoirs is also a means of reducing the shortage. This solution should not be discounted, but should be recognized as being somewhat unrealistic.

In Mission Beach there will always be a need for some on-street parking to accommodate guests of residents. Mission Boulevard serves that purpose now. Should parking eventually be considered for removal from the Boulevard, accommodations on the alleys will be necessary to serve the guest parking need. Such parking should be evenly distributed throughout the community in as great a quantity as is realistically possible. Total parking removal from Mission Boulevard, while desirable, may prove infeasible due to the lack of other street areas to accommodate necessary on-street parking.

COMMERCIAL PARKING PROPOSALS

The Plan suggests that six acres of neighborhood commercial use is adequate to serve Mission Beach. If parking standards were followed, there would be a need for approximately 1,500 spaces to serve that use. While there are programs available for the establishment of parking districts, it is highly unlikely that such a venture would be financially feasible. What is feasible is the establishment of at least a few parking spaces for each neighborhood commercial use. This would allow for brief stops, and for customer loading and unloading. This limited amount of parking should be provided if possible, for each commercial use.

Commercial recreation uses have a greater obligation to provide off-street parking than do neighborhood commercial uses simply because the former generate people from outside of the community that use parking within. Because of the critical shortage, facilities oriented solely to visitors have some obligation to provide for their automobiles. A number of supporting uses such as restaurants and bars that serve both the community and visitors should not necessarily be bound to the parking requirement provision. Hotel and motel units, however, catering strictly to the tourist should be required to provide one space for each unit in the facility.

RECREATIONAL PARKING PROPOSALS

While it is hard to say exactly how many recreational spaces are necessary to meet the potential need, it is easy to get an idea of the existing deficit by applying the current standards for beach use. The oceanside beach contains about two million square feet of sand throughout the length of Mission Beach. The bayside beach contains somewhat less. At capacity the beach can accommodate one person for every 100 square feet of sand. This would permit a maximum attendance of 35,000 to 40,000 people. About 80 percent of those people using the beach are known to arrive by automobile. With the average automobile carrying 3.5 people the maximum number of autos that could be generated on a hot summer day is about 9,000. Recognizing that the beaches will only infrequently be filled to capacity it is not necessary to provide for the maximum situation at present. The difference, however, between the 3,000 spaces that will soon be provided and the 9,000 that could be demanded on a hot summer day points out the potential deficiency.

At present, beach capacity is determined by available parking, not available beach. Hot summer days result in serious traffic and parking problems adjacent to all developed beaches as the available parking facilities reach capacity.

An analysis of traffic circulation problems has indicated the seriousness of beach user traffic entering Mission Boulevard. While some of the present parking spaces are only accessible from the Boulevard, the new Bonita Cove improvement also has an entrance onto West Mission Bay Drive. In the future, every effort should be made to limit automobiles carrying beach users from entering Mission Boulevard.

The most logical location for additional beach user parking is in the vicinity of Bonita Cove and east into Mission Bay Park. A low-profile parking structure on a portion of the Bonita

Cove property should be considered if adequate facilities cannot be provided to the east. A structure should be considered on the Belmont Park site, away from the beach, in order to increase the amount of autos that the site can accommodate. Any such reservoir parking should necessarily be accompanied by a shuttle system of some sort in order to distribute the beach users throughout the length of the community.

SUMMARY RECOMMENDATIONS

- That existing residential structures be encouraged to increase off-street parking where feasible, including the use of existing spaces presently in some other use.
- That new neighborhood commercial development provide a minimum number of off-street parking spaces where feasible.
- That new hotel or motel facilities provide one off-street parking space for each unit.
- That parking reservoirs adjacent to Mission Beach be provided in order to accommodate the vehicles of beach users.
- That consideration be given to the provision of low-rise parking structures in order to use available land more efficiently.
- That the use of shuttle service be explored in conjunction with parking reservoirs in order to distribute people throughout the length of the beach.
- That all available programs be explored relative to the development of parking districts and provision of parking reservoirs.

PUBLIC TRANSIT

Studies are presently underway for the provision of future transit systems in the San Diego region. The outcome will be the selection of some sort of system that will either enhance or replace the present system of local bus service. For Mission Beach, the short- and long-range need includes an improved bus system to meet the special needs of the community. Most important is the need to serve beach users with a means of access to the beach to supplement their private automobiles. The following discussion centers on the question of bus service, future transit service, and special service to beach users in the community.

The San Diego Transit Corporation presently operates one bus line through Mission Beach. The "R" bus originates in downtown San Diego and terminates at the University of California at San Diego. The present route encompasses Midway, Mission Bay Park, Mission Beach, Pacific Beach and La Jolla. Weekday and weekend service is approximately every 30 minutes. The trip from Mission Beach to downtown takes about 20-25 minutes, and the trip from Mission Beach to UCSD about 45 minutes. The average driving time to downtown is about 10 minutes, and to UCSD about 15 minutes.

Transit ridership in Mission Beach, according to the 1970 U.S. Census of Population, encompasses about four percent of all trips. The citywide percentage is about five percent. Existing service is inadequate for two reasons. First, the service to both ends of the line as well as transfers to other points in the city is not competitive with the private auto. Second, service is not oriented toward the specific destinations of the residents. Over 20 percent of the population of the community are college students, yet, in terms of time, no reasonable bus connection exists to the two main campuses, San Diego State University or UCSD.

The Comprehensive Planning Organization is presently studying a variety of means of providing an alternative transportation system to the San Diego Region. Among their considerations are substantial increases in bus service, including express buses with intra-community feeder lines, and a variety of fixed rail systems. Present studies indicate that no system will involve the introduction of hardware into Mission Beach itself. Fixed rail proposals range from a service along Interstate 5 (I-5) in one case, to spurs along Garnet turning north on Mission Boulevard in another, and along Interstate 8 (I-8) in another. The Garnet proposal would have terminals north of Mission Beach, at Garnet and Mission Boulevard while the I-8 proposal would terminate across the San Diego River flood channel. The southern terminal would serve Mission Beach if it were linked via a pedestrian and bicycle bridge over the channel.

GOALS

- The provision of necessary to meet the the needs of Mission Beach residents.
- The integration of Mission Beach into an area-wide system.
- The development of intra-community shuttle service to transport beach users from their automobiles to the beaches and to distribute residents throughout the community.

BUS SERVICE PROPOSALS

A private bus line has recently begun operation as a shuttle between the beach communities and the SDSU campus, offering free transportation. Such a shuttle represents the type of specialized service necessary to meet the transit needs of Mission Beach. Ideally, such a service should be available between the concentration of students in Mission Beach and all of the campuses in San Diego, especially SDSU and UCSD.

The transit corporation has considered an express service in connection with the “R” bus, with non-stop service from downtown to Mission Bay. This improvement would make the trip from Mission Beach to downtown more desirable to those persons who now commute by automobile. These types of improvements, along with others, such as more frequent bus scheduling, can absorb additional riders into public transportation and away from the automobile. The result could be some reduction in automotive congestion and pollution, an overall cost savings to the consumer and, most importantly, the provision of expanded service to those people unable to drive automobiles.

Public transportation, unfortunately, is always less convenient than the automobile, and more limiting in terms of mobility. Consequently, while an expanded bus service does provide benefits, it will not have any dramatic impact on travel characteristics or congestion problems in Mission Beach.

In terms of facilities within Mission Beach, consideration should be given to improving bus stops by providing benches away from the curbs, providing more attractive markings, and by posting schedules for the convenience of users. Bus stops, themselves, should be carefully coordinated with loading zones, curb cuts, and fireplugs in order to minimize the loss of parking on the Boulevard. Spacing of stops should be limited to the vicinity of Places, at the frequency of every other Place. Greater than average distances between stops are acceptable in Mission Beach because the distance from the furthest residence to the main route in no case exceeds 500 feet. The proposed spacing, which would reduce the present number of stops from 22 to about ten, would leave a stop within 1,200 feet of every residence in North Mission Beach, a distance far less than the citywide average.



What kind of image does this bus stop reflect?

South Mission Beach, at present, has no bus service. This situation, while less than desirable, is acceptable in the future because the distance from the furthest point to the bus line is a reasonable walking distance. Addition of regular service to the south would substantially increase the travel time of a scheduled bus.

MASS TRANSIT PROPOSALS

Preliminary analysis of such alternatives has shown that the maximum ridership in Mission Beach of any transit system would be about ten percent of all trips. With the present ridership at four percent, the maximum increase in the use of such a system would be 150 percent. Some systems, however, show no increase in ridership at all. As with bus service, future transit systems may, indeed, increase non-automotive travel trips, provide added convenience to those people dependent upon such systems, and reduce the economic and environmental costs of personal travel. They are not likely, however, to substantially reduce the vehicular traffic problems that presently exist in Mission Beach.

BEACH USER SHUTTLE PROPOSALS

Operating during the summer months, a shuttle system could connect parking reservoirs with Sea World, Mission Bay hotels and distribution points along Mission Boulevard. A monitoring system could be incorporated in order to ensure that beach users were distributed to those locations where beach use was the lightest.

The San Diego Transit Corporation is presently developing a fleet of 25 passenger mini-buses for special use in the San Diego area. This type of vehicle is ideal for use in a demonstration project to test the performance of such a system. When the Bonita Cove parking area is completed, the 1,800 parking spaces adjacent to the Belmont Park will become a primary parking reservoir.

Consideration in the future should be given to the development of a more specialized vehicle if such a service proves feasible. An open air, side-loading vehicle is one possibility. The primary consideration in development of such a vehicle should be the accommodation of persons loaded with beach accessories in a safe, enjoyable, and efficient manner.

Any such system can be expected to operate under a subsidy. Fare should not be charged if it would detract from the higher goal of providing a means to make the beach most accessible to the greatest number of people without disrupting the existing community.



All of this pavement could accommodate alternative forms of transportation.

Consideration should be given to accommodating intra-community trips by residents with such a shuttle system as well. Should such a system receive support from the community, and reduce the vehicular traffic load on Mission Boulevard, it could be adopted as a permanent service. Over half of the residents and property owners in Mission Beach, when surveyed, expressed a willingness to use mini-bus transportation. Almost all of those willing to use it also were receptive to paying for such use.

Because of the physical configuration of Mission Beach, adoption of a mini-bus type shuttle service has the potential to receive high use, resulting in a reduction of the serious vehicular traffic problems that presently occur. Adoption of such a system for beach users is particularly important because of the severe congestion problems occurring in the summer months. A trial project during the summer, using mini-buses, would demonstrate the feasibility of such a system with a minimum investment. Any permanent system should be based on the results of such a trial.

SUMMARY RECOMMENDATIONS

- That a regular shuttle service between Mission Beach and all area colleges be developed.
- That bus stop facilities be reduced in number and up, graded in Mission Beach through the provision of benches away from the curb, more attractive marking, and the provision of schedules at all stops.
- That a shuttle service be instituted as a demonstration project between parking reservoirs and the entire length of the beach.

PEDESTRIAN MOVEMENT

Mission Beach is characterized by a network of pedestrian paths. Two north-south corridors, Ocean Front Walk and Bayside Walk, bound the community on the west and east respectively. These are linked by over 40 pedestrian Courts, which traverse the community in an east-west direction. In addition to these exclusively pedestrian paths there are sidewalks along both sides of Mission Boulevard.

Ocean Front Walk is presently 12 feet in width, although another 15 feet of right-of-way exists on the eastern edge. Many residences have landscaping, fences and terraces encroaching into this area. The walk is a full 27 feet wide adjacent to the Belmont Park area. Bayside Walk is presently six feet in width. The pedestrian Courts have a ten-foot right-of-way with a five-foot sidewalk. The sidewalks adjacent to Mission Boulevard are eight feet in width with two feet of unpaved area between the walk and the curb. The Mission Boulevard Improvement Project includes the widening of sidewalks to a full ten feet by paving the two-foot strip adjacent to the curb.

GOALS

- To maximize pedestrian safety through the separation of people and vehicles, including bicycles.
- To maintain and enhance the physical appearance of the pedestrian paths in Mission Beach.

PEDESTRIAN WAY PROPOSALS

Any public or private development in the future should necessarily preserve and enhance this unique pedestrian system, especially the separation that exists between pedestrians and vehicles. Marked bikeways are necessary not only to accommodate and direct bike users but to provide a separation between these vehicles and pedestrians for safety reasons. The median in Mission Boulevard provides an island for pedestrian crossings. This median should continue as a pedestrian reservoir and, if possible, be widened in the future. In the

event of future landscaping of the median, breaks should be left for pedestrians at each Court. Ocean Front Walk and Bayside Walk should both be widened in order to safely accommodate pedestrians and bicycles.



The community is blessed with a circulation system free from autos.



Pedestrian Courts are a Mission Beach landmark, but not all deserve that title at present.

In addition to safety, consideration should be given to the aesthetic treatment of pedestrian paths. Any improvement of such facilities should include their enhancement through the provision of landscaping and street furniture. Further, development adjacent to pedestrian paths should consider the relationship between the structures and people. Building facades should be interesting, rather than blank. Fences and walls should be constructed with the same considerations. Shops should accommodate window shoppers, and should attempt to relate to the outside environment through the use of exterior space. Such space could be used for displays or, in the case of restaurants, tables and chairs.

SUMMARY RECOMMENDATIONS

- That Ocean Front Walk and Bayside Walk be widened primarily to accommodate pedestrians, and secondarily to accommodate bicycles.
- That routine maintenance, including litter control by the residents, be performed on all pedestrian paths.
- That any development adjacent to pedestrian paths give specific consideration to the relationship between the structure and the people passing by.

BIKEWAYS

The City of San Diego is establishing a citywide system of bikeways. The long-range goal is to link all of the communities within the City. An integral part of this system is a north-south bikeway along the San Diego coastline. Mission Beach has the responsibility of providing a bikeway for itself, and one as a link between Pacific Beach and the San Diego River.

At present, bicycles in Mission Beach receive high use by both residents and visitors. Because the community is so compact they are the basic unit of transportation for many intra-community trips. Also, traffic congestion and lack of parking make them a more convenient form of transportation than the automobile. The popularity of the area among bicycle enthusiasts also accounts for the high degree of usage.

The main bicycle activity in Mission Beach presently occurs on Ocean Front Walk, a two-mile long concrete bicycle and pedestrian path reaching from one end of the community to the other. Some activity occurs on Bayside Walk, although this sidewalk receives less use than other routes because it is narrower and less accessible. The north-south alleys also provide a riding area. Because vehicular activity is very light, they are excellent for a more utilitarian rather than recreational use of the bicycle. Mission Boulevard serves more experienced bike riders. Because of the high volume of automobile traffic, however, this route is the most hazardous.

GOAL

To develop a bicycle path that serves Mission Beach, links it to adjacent communities and ties it to the citywide bikeway system.

BIKEWAY PROPOSALS

There are three possible routes that could be developed as bikeways; the Ocean Front and Bay Front Walks, the two north-south alleys, or Mission Boulevard. Because of the visual appeal and popularity of the ocean and the bay front, these two spines should be the primary routes. The alleys and Mission Boulevard will receive usage by some bicyclists although neither meets the criteria and guidelines necessary to be striped as a bikeway.

Within Mission Beach the routes should extend the entire length of the community. Opportunities should be provided for crossing over Mission Boulevard from the ocean to the bay. The route should connect with the present West Mission Bay Drive bikeway via a connection through the proposed Bonita Cove parking facility.

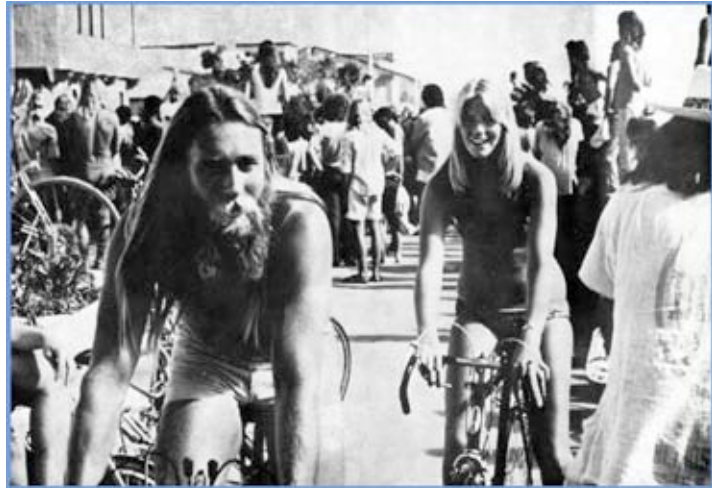
Primary consideration should be given to widening both Ocean Front Walk and Bayside Walk in order to accommodate bicycle traffic, as well as pedestrian traffic. When striping bikeways, a width of at least ten feet is desirable. This permits three standard bike lanes. Striping on the pavement will help to segregate the bicycles and pedestrians in order to minimize the chance of accidents. The entire bicycle system should be created in accordance with the bikeway planning criteria and guidelines set forth by the City of San Diego Bikeways Technical Report and Design Guidelines.

The bikeway system in Mission Beach should include striped lanes the entire length of Ocean Front Walk and Bayside Walk.

Connectors between the two should occur at San Fernando Place, south of the heaviest concentration of vehicular traffic, and at the southern tip of the community, along the jetty if feasible.

The Ocean Front Walk route should be in the center of the walkway.

This permits pedestrians to have use of the boardwalk adjacent to the sea wall while also permitting people to enter and leave residences without stepping into the bikeway. This route serves the entire length of Mission Beach along the ocean, from Pacific Beach to the jetty.



The bicycle is an integral part of the Mission Beach circulation system.

Bayside Walk, even after widening, will not have the width of Ocean Front Walk, hence a narrower bikeway will be necessary. Because there is no sea wall, the bikeway should be striped adjacent to the beach side of the walk. As with the ocean side, this will permit people to enter and leave residences fronting on the Walk. In South Mission Beach this bayside bikeway will connect the jetty crossover with the Bonita Cove parking area. In North Mission Beach it will connect the West Mission Bay Drive bikeway with an eventual improvement around Crescent Bay when private leases on the beach are terminated in that area. In the meantime, the only connection point at the north end is onto Mission Boulevard.

Upon completion of the Bonita Cove parking improvement, the West Mission Bay Drive bikeway should be connected directly to Bonita Cove, under the Ventura Bridge. This will deter bicyclists from entering the very congested intersection of West Mission Bay Drive and Mission Boulevard.

The proposed connections of the easterly and westerly routes at San Fernando Place and the jetty offer a complete system from Pacific Beach into Mission Bay Park. The top of the jetty should be improved to accommodate bicycle traffic in order to isolate it from vehicular traffic. While the San Fernando connection does involve conflict with automobiles, it provides a shortcut in the system at a point where traffic is relatively light.

SUMMARY RECOMMENDATIONS

- That Ocean Front Walk be widened as part of an overall design plan for the Boardwalk; and that at least ten feet be set aside for a bikeway.
- That Bayside Walk be widened and that, as part of an overall design, at least nine feet be set aside for a bikeway.

- That links be established between the two boardwalks at San Fernando Place and the jetty in order to facilitate crossover bike traffic.
- That a connection to the West Mission Bay Drive bikeway be established through the Bonita Cove parking area.
- That adequate signs be established to identify the bikeways.
- That a bikeway be established on Mission Boulevard if on-street parking is eventually removed.



COMMUNITY AMENITIES ELEMENT

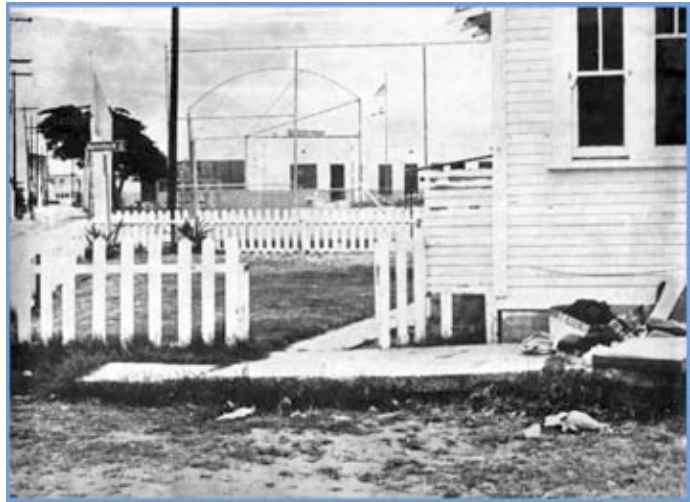
Amenities, in a community, are those features, mainly physical, that are conducive to the quality and attractiveness of an area's environment. These generally relate to visual perception although there is some relationship to other senses. There are four basic components of the Mission Beach environment that must meet certain criteria if the community is to be visually appealing. These are its structures, the street furniture filling these spaces, and the landscaping accenting the other three components.

GOALS

- To identify and preserve those features that are conducive to the attractiveness of Mission Beach.
- To eliminate both visual and non-visual nuisances in Mission Beach.
- To enhance the quality of the physical environment of Mission Beach by upgrading the existing community and encouraging attractive development in the future.

IDENTIFYING A DESIRABLE ENVIRONMENT

In terms of structures, the architectural design is of primary importance. Materials, colors, and textures, if appropriately used, can enhance the appearance of both the structure and its surroundings. In terms of spaces, the relationship of a structure to both its site and surrounding structures can result in either wasted space on private lots or the creation of usable open space for residents. The concept of public open space refers mainly to public paths, both pedestrian and vehicular. These spaces should be well designed, and relate to an overall system. Design



An example of what a desirable environment is not.

relates to their size, shape, use, and composition, while the interrelationship is in the context of the views and vistas that they define, as well as the means by which one space is connected to another. In terms of street furniture, the myriad of objects that fill spaces such as lighting, benches, kiosks, mailboxes, trash receptacles and fire hydrants should be well designed and well placed. Fountains and sculpture are an example of a more ornamental type of furniture that can be used. Probably the most noticeable of street furnishings are signs, both public and private. Signs should be modest and attractive. Their use should be limited to identification. Finally, landscaping is an important part of the overall appearance of the community. The amount, location, type (whether trees, shrubs, flowers) and kind (species) should be carefully arranged to complement the inanimate components of the community.

PRESENT ABUSE OF THE ENVIRONMENT

The most serious environment abuse in Mission Beach is of a visual nature. Many residential structures suffer from the lack of proper maintenance. Many others, mostly newer, are reasonably well maintained but are unappealing in terms of design. Plain stucco walls are accompanied by a repetition of flat roofs. Many commercial buildings suffer from a general lack of maintenance. Because of the small lot sizes, and the desire to maximize development on them, many structures have a very poor relationship to each other. Walls block light and air as well as views. Unusable spaces between structures result in an inefficient use of valuable land. Few structures are actually situated on their site in order to complement and enhance surrounding development.



A little imagination goes a long way.

Mission Beach also suffers from a lack of visually attractive street furnishings. Instead, it is permeated with an inordinate amount of clutter situated in, and visible from, its public spaces. Telephone and electric wires and poles blanket the community. Television antennas clutter the skyline. Excessive signs, including billboards, compete with each other for attention. Many signs are unattractive. Both businesses and residences, in many cases, are guilty of the unsightly storage of materials in locations visible from public streets and walkways. Trash and garbage accumulates in highly visible areas. This latter practice can cause a health problem in addition to being an

eyesore. Litter is predominant along heavily used pedestrian routes, on the beaches and in yards adjacent to these areas. Along with these conditions, landscaping is sparse throughout the community. The lack of mature trees and vegetation makes the other violations even more noticeable.

In addition to the problem of visual pollution, Mission Beach has a problem related to excessive noise levels. Because of the close proximity of streets to residences, vehicular noise is unusually disturbing to people inside their homes. This is particularly true of noise generated by vehicles on Mission Boulevard. The close proximity causes similar problems generated by gatherings of people on streets and walks adjacent to residences. Large parties are often the source of complaints to police, especially parties with live music. Some of the noise generated by the various activities at Belmont Park are disturbing to people in residences in the vicinity of the amusement park. While these noises are not necessarily any higher than similar noises generated throughout the rest of the City they are more bothersome in Mission Beach because of the close proximity of all uses and activities to each other. Airplanes ascending over Mission Beach are particularly annoying because of their relatively low altitude.

ENVIRONMENTAL IMPROVEMENT PROPOSALS

Consideration should be given to the development of architectural and site design criteria for use by both new and existing development in Mission Beach. Such criteria should be available for use by anyone desiring to improve property. These guidelines should suggest techniques that maximize the visual appeal of a piece of property without necessarily involving substantial increases in cost. The criteria should include discussions of materials, colors, textures, building shape, roof shape, ornamental treatment, placement of a structure on a lot, fencing type, screening, landscaping and relationship to adjacent structures. Lighting, both functional and ornamental, should be discussed in terms of enhancing structures, as well as public and private spaces.

Design criteria are warranted in order to upgrade the quality and appearance of the components of the community, not to force certain architectural styles. This is the primary reason that such criteria should be voluntary. In some cases, development at a reasonable cost may have a higher priority than the use of expensive architectural techniques. Voluntary compliance allows the maximum freedom of choice.

The system of pedestrian and vehicular spaces already provides a complete network throughout Mission Beach. Further consideration should be given to identifying nodes of pedestrian activity throughout the community and paths connecting them, through the development of a design plan for the spaces. This might include special consideration of the Places as pedestrian walks, for example. The appearance of some areas and the views from most, can be improved through a program of upgrading. A total utility undergrounding program should be undertaken in order to eliminate wires and poles. It will be the responsibility of the residents to pay the cost of such a project through an assessment district procedure. The advent of cable television provides an alternative to outdoor antennas. Deteriorating walks and streets in some locations should be improved.

Billboards and excessive signs in Mission Beach will be eliminated by January of 1976 in order to comply with the requirements of the C-S zone, adopted in 1973. The development of additional sign criteria is necessary in order to improve the appearance of those signs that are necessary for identification purposes, both public and private. Such criteria should detail the shape of signs, materials, textures, lettering styles, and layout of the copy.

The appearance, quantity and placement of public street furnishings such as benches, mailboxes, fire hydrants, trash receptacles and kiosks should be both functional and attractive. Kiosks, benches and, perhaps, fountains could define nodes of public activity. Consideration should be given to the color, composition, and texture of materials used for walls and paving of these nodes, as well as the paths linking them. Improved maintenance of public and private spaces should be undertaken, especially regarding trash and litter. More receptacles should be provided and regular pick up schedules by the City should be increased. Citizen effort should also be increased, both individual and organized.

Specific criteria should be developed regarding landscaping programs. Because of the climate in Mission Beach, only selective trees, shrubs and plants will grow. Those species

that grow should be catalogued and made available. Criteria should indicate how planting can be most effectively used for buffering, screening, shading and highlighting structures and spaces. Landscaping should be used selectively in order to enhance public spaces. Planter boxes should be considered in certain locations. A community-wide planting and landscaping plan should be prepared for all public spaces within Mission Beach.

Special attention should be paid to the need for mitigating the effects of the non-visual pollution of excessive noise. Planting can serve as a noise buffer in some cases. Sound proofing of structures is especially important in an area like Mission Beach. Regulation of hours of certain activities such as live bands and some attractions in Belmont Park can ease the impact of excessive noise levels.

Mission Beach is blessed with the visual assets of the ocean on one side and the bay on the other. Existing visual confusion provides a strong contrast to these natural amenities. The future should include coordinated efforts to upgrade the physical environment so that it complements the surrounding natural environment.

SUMMARY RECOMMENDATIONS

- That design guidelines including discussions of materials, colors, textures, building shape, roof shape, ornamental treatment, site placement, fencing, screening, landscaping, building relationships and lighting be developed for use by persons seeking to improve property in Mission Beach.
- That a design plan for public spaces be developed, indicating the size, shape and location of activity areas, and the nature of materials used in finishing such spaces.
- That sign criteria be developed detailing the shape, texture, material, lettering style and layout of signs necessary for the purpose of adequately identifying uses in Mission Beach.
- That criteria for functional and attractive street furniture be developed for Mission Beach, and that such furniture be used to define and enhance public spaces in the community.
- That specific landscaping criteria be developed including a listing of various types of vegetation best suited to Mission Beach and the most effective way that it can be used.
- That a total utility undergrounding program be undertaken by residents and property owners.
- That television antennas be systematically removed throughout Mission Beach.
- That improved maintenance programs be undertaken including increased collection of trash and litter, and the provision of additional receptacles.
- That efforts such as soundproofing and buffering be undertaken in order to reduce the impact of excessive noise levels on residents.